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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXI

NEW YORK, NOVEMBER 14, 1912

No. 7

The Call of the New

The call of the new is one of the strong impulses in life—the call of new things—of wholly new things, or of new forms of old things.

Who does not hear the call of the new, and who does not heed it? To anticipate this call is good business. Such anticipation calls for advertising. The better the advertising the better the reward.

We have been making good advertising for forty years, but our production as a whole is today better than ever.

You are invited to examine it.

N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

Cleveland

Unwilling Servants

A Story of Baseball and Business

JOHN McGRAW signed two pitchers some years ago.

One, "Bugs" Raymond, so McGraw said, had the greatest pitching talent he had ever seen. "Bugs" "had everything," but was a bad performer—an unwilling servant.

For three seasons McGraw fought to keep "Bugs" in line. He watched him, bribed him, fined him, even hired a personal guard for him.

But in the end he let Raymond's wonderful talent go. The attempt to use it, so McGraw says, cost him five years of life and lost him one pennant.

What's the use of hooking up with ability you can't turn at a profit?

The other pitcher, Otis Crandal, didn't "have much." One authority says he looked less like a pitcher when signed than any other recruit.

All Crandal could muster was a dinky curve, a slow ball and a willingness to carry his share of the game.

To-day Crandal is official doctor of sick games, the man to lean on when things look blackest.

He has helped win two pennants and — shared in the profits.

But let's talk business.

* * *

NO one questions the ability of the great metropolitan "palaces of merchandise" to sell goods in big wads.

They "have everything"—everything from auto deliveries to band concerts.

But they are bad performers—unwilling servants. They

expect manufacturers to become part of *their* organizations—the part that works on small margins and stands the losses.

Of what use is their ability if you can't get a profit from it?

The small towns where farmers trade have no palaces of merchandise—just stores: stores where people buy what they want and take it with them.

But—small town merchants are willing to carry their share of the load.

In this field manufacturers make both a name and a profit.

* * *

STANDARD Farm Papers influence small town trade.

In this field everybody is interested in agriculture more or less directly.

Used singly Standard Farm Papers cover a given section or class.

Used as a whole they furnish the biggest national farm circulation at the lowest cost per thousand.



THE MARK OF QUALITY

Standard Farm Papers

California Country Journal,
are San Francisco, Cal.
Farm The Farmer, St. Paul
Farm Oklahoma Farm Journal
Papers The Ohio Farmer
Known The Michigan Farmer
Value The Breeders' Gazette
of Hoard's Dairymen
Known Wallaces' Farmer
Value Kansas Farmer
Value Wisconsin Agriculturist
Value Indiana Farmer

 Wallace C. Richardson, Inc.
 Eastern Representatives,
 41 Park Row, New York City.

George W. Herbert, Inc.,
 Western Representatives,
 First National Bank Bldg.,
 Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXI

NEW YORK, NOVEMBER 14, 1912

No. 7

CAN CUT PRICE BE PUT BACK TO PAR?

CIRCUMSTANCES ALTER CASES—ONE INSTANCE IN TOILET LINE WHEN ATTEMPT FAILED — LUXURIES WITH PRESTIGE HAVE A CHANCE — STAPLES RAPID REPEATERS NEXT TO IMPOSSIBLE TO GET BACK

By C. H. Murray,

Manager of Plexo Preparations, Inc.,
and General Drug Company

[EDITORIAL NOTE.—This is a new slant on the always debatable price-maintenance question. Mr. Murray takes the unpopular view, which nevertheless has champions in not a few high places, that all price-cutting is not necessarily vicious, as things go nowadays. If the prices of all articles could be maintained—splendid, he would say! But, he seems to point out, price-cutting, in becoming general, becomes at the same time *normal*. An economic trend, not to be thwarted except at a sacrifice. Go with the stream, therefore, he urges, cultivate intensively the fertile and hardly scratched soil of dealer co-operation at the same time you are reaching the consumer.

Is he right, after all? Is it the impossible, and worse than that, the less desirable, that our advertisers, many of them, are attempting? PRINTERS' INK has not thought so, but it provides a forum for discussion; every honest opinion makes a truth or breaks an error.]

As a general thing, no, the cut price cannot be restored to face value.

I tested this price restoration theory out a few months ago to satisfy myself there was nothing in it. I tried it on one of our toilet goods line, a cleansing cream. It had been cut in the beginning from fifty to thirty-nine cents in one of the large department stores of New York City, and had been selling at that time, a few weeks after its introduction, at about half a gross a week.

I went to the department manager and induced him to put up the price to fifty cents as an experiment. "It won't go," he said, and I was disposed to agree with

him. "But," I said, "I want to see just how much of a falling off there will be. It is worth the loss in order to get the figures."

We let the experiment run two weeks and in that time sold just two boxes of the cream as against the gross that we would have sold at the cut price, thirty-nine cents. When we put the price down again the sales *went back to normal* and continued as before to improve.

We had had the line on the market only about a year, and in the department store not so long as that. We had advertised it pretty heavily in the magazines and newspapers, but it goes to show, any way, just how keen the ladies are for bargains and how closely they keep track of them.

That satisfied me that putting the price up again after it has been down any time at all is an impossible thing—in *most* lines. I won't say there are not some lines in which it can be done, but, speaking broadly, I believe that it gets harder every day to maintain prices, and maintaining prices is child's play compared with putting them back after they have been cut.

The example given by Mr. Reed, of Grosset & Dunlap, in PRINTERS' INK, October 17, is not a typical example of the conditions prevailing. Books and ordinary merchandise are two very different things. Books have quality or prestige characteristics. They are bought for a certain mental satisfaction, and not for ordinary use. When a person wants a book by a favorite author, he doesn't care much whether he pays fifty or forty-one cents. If you are selling high grade pianos, jewelry or silverware, your public is not going to be scared very seriously if you raise the price. The same on patent-protected machinery and the like.

It is when you come down to where there is not much observable difference in competing goods, and the repeating orders are rapid, that you do not stand much chance to maintain your price or to put it back after it is cut.

Why? Because the customer can experiment at small cost and find out that she can get other goods not very different from yours at the cut price.

The dear public is getting wise; that's the secret of this cry going up over cut rates and substitution.

It is either a case of "maintain your price and breed substitutes" or "cut prices and breed sales"—the manufacturer can take his choice. Of course, cut prices do not protect you absolutely against substitution, but they do to a large extent, because they yank the platform out from under the substitution argument and cripple it.

Don't let's forget that, in an advertising sense, quality is not a constant thing. It's relative to the public taste. It is what the public thinks of it as well as what is in it. That is why proper advertising is so essential.

But it is also why everything is fast sifting down to a quantity basis, in spite of advertising, or rather because of it, because of its proved efficiency which has attracted and educated hundreds of business men to apply the more intensive methods, and thus made them formidable competitors of each other. So long as there is "nothing" not merely "just as good," but not "nearly so good," we are safe, we can stand pat on quality. But when the field is invaded from all directions, as it is being to-day, we have got to fall back on *quantity* also, or else *advertise for dear life!*

But advertise or not advertise, you can't, in a market of that sort, put your goods back to par value, after they have been cut. You can perhaps check the natural tendency of retailers to cut the staples and near-staples to make leaders of them, but after the goods have struck the price toboggan slide, you might just as

well save your money for better uses.

After all, there are lots of worse things than price-cutting. It ought not to figure necessarily as a cause for worry. Half the lamentations over it are due to the fact that the sufferers imagine they are not getting all the arbitrary profit they have fixed up with themselves to get, which they think they ought to get and blame themselves for not getting.

Far be it from me to say they ought not to get it. But getting it is another thing and a distressingly large number don't get it, and can't get it. They may as well realize the fact, be satisfied they are doing the best they can and put their money into channels where it will do them the most good, namely, into consumer advertising and dealer help for the purpose of increasing the volume of sales. Many a manufacturer would be better off doing that instead of wearying the public with directions to "accept no substitutes" and irritating the trade with remonstrances and veiled threats.

The biggest trade our company has is in places where there is rabid price-cutting. We can't say that we are filled with despair when we learn that the dealers in some new locality are cutting the price. We were actually glad the other week when we learned of this in a nearby city, because the city had been dead for us and the cutting of prices was a sure indication that the trade was going to play up our line or a part of it as a favorite. We knew that that would be followed by larger orders, and it was, and the orders *continue*.

In all our criticism of cut prices, don't let's forget that cut prices *advertise* the article cut. There isn't any question about that. Why, then, should we deceive ourselves as so many of us are doing?

Aside from the necessity the dealer feels under to meet the price made by competitors, he knows the cut price is an advertisement, the easiest if not the cheapest to hand, and the strong

The Butterick Trio Fashion Quarterlies

contain no stories, no poems, no purely literary matter whatever. They concentrate their whole attention on Fashion illustrations, Fashion descriptions, Fashion suggestions.

Hundreds of thousands of women gladly buy them for this very information.

You know they can't wear the pictures they see in the books. They can't make a dress of ink and paper. *They must buy dress-goods, trimmings, findings and all other accessories to carry out the designs.*

Print your sales-story in the Quarterlies in company with their authoritative information. They're sold at the very stores where your goods should be on sale. They're referred to constantly for three months and over. Spring Forms close November 20th. On sale January 15th.

The Butterick Trio Fashion Quarterlies



Robert Dethingham

Advertising Manager
New York.

James A. Townsend,
Western Manager,
First Nat'l Bank Bldg., Chicago.

E. G. Pratt,
New England Mgr.,
149 Tremont St., Boston.

dealers, the department stores and chain stores, by putting down the price in the very beginning, are *simply anticipating* what they know they will have to come to anyway. They set the pace and the little fellows have to follow.

Why? We can't guess wrong. It is because there are so many similar articles competing for public favor that the public has the *choice*, and the public, as between articles of the same quality, always chooses the one with the lowest price; and there are so many stores competing for public favor that only those can survive that give the public what it wants.

Does this make it harder to do business? Not necessarily. Or easier? It certainly does make it easier to know what trees not to bark up. It won't necessarily cut your advertising bills or lessen your general expenses, except as it saves you from making costly mistakes, to know these things, but it does show the straight road ahead, and that is, simply, *small profits and quick sales* as a policy for everybody concerned, manufacturers and dealers alike—in lines of the sort mentioned.

Just look at the dealer. He has to sacrifice an increasingly larger part of his profit every year by cutting the price on each transaction in order to keep his trade. And look at the manufacturer. He has more and more to cut into the gross retail profit by increasing the advertising and selling expenditures. If he keeps up the dealer's net by giving him a volume of sales to make up for the loss on individual profit, it is evident that he is more truly in the manufacturer's debt and under his control than he ever was under the old conditions of larger profits and fewer sales. It is harder for him to *switch a large number of demands* than to switch a small number, and he will think twice before trying it on.

Besides, he is not up to doing the expensive, though necessary, things the manufacturer does to bring him trade, and, moreover, in spite of assertions to the contrary, he is not altogether ungrateful for some of those things;

especially when those things are out of the ordinary.

We certainly cannot complain of any lack of sympathy on the part of the druggists in connection with the extra stunts we do. Take our sampling, for instance. We circularize telephone lists as well as the druggists' own lists with samples that cost us, tubes, paper, printing and postage, 7 cents all told. That is expensive, taken in connection with the other advertising, but it does the work and pleases the dealers.

Another thing they appreciate is the prize offers for window display. We have changed our mind twice about the value of these offers. The first offers we made about a year ago were received with a good deal of interest. We got a good many windows out of them. When we renewed the offer a few months later, the response was disappointing and we decided that the plan was good only as a novelty.

A little later, however, we discovered that the dealers had really been interested but that they thought that they had not had sufficient warning. They asked us to renew the offer and when we did they took it up among themselves in their associations and advertised it, with the result that for an outlay of \$150, we got 300 windows for one or two weeks—50 cents per window. And the dealers are still interested.

More than a year ago we added a tooth powder to our line. In order to give it a wide distribution at once, we offered to supply the dealers free with a certain number of cans of this Plexo powder if they would pass them out to the public free, one with each box of Plexo cream. In this manner we got a very fine distribution and started a quick demand.

One canny druggist over in Brooklyn did not follow this out. He got the free cans of tooth powder, but we did not notice at the time that he failed to put them out. Six months later, however, we began to get complaints from other druggists that this

Peddlers of Dreams

The right way to buy advertising space—or anything else—is on the basis of a Definite Known Quantity.

When an advertising solicitor hems and haws and tells you that his publication has "approximately" so much circulation, put him down as a peddler of dreams—and tell him that you will pay "approximately" so much money for his space.

Puncture his dream-bubble and let the hot air escape.

I am not peddling dreams for the METROPOLITAN.

I am selling its space on the basis of 200,000 net paid circulation—guaranteed. If the circulation should fall below the mark every advertiser will get a pro rata refund.

We are now printing 225,000 copies—but we guarantee 200,000.



Advertising Manager,
286 Fifth Avenue, New York.

E. C. CONOVER
Western Advertising Manager
People's Gas Building, Chicago.



THE
METROPOLITAN
MAGAZINE

first druggist was passing out the tooth powder, although our salesmen had refused to supply them with any more free boxes. We looked into it and found that the first dealer had simply waited until the other druggists had exhausted their supplies and their offers had been forgotten, and then he had come out with his offer, which he had advertised on the ticket envelopes of a local theatre. By this means he stole a march on his competitors and had the whole field to himself. That was perfectly legitimate and there was nothing we could do. This druggist, however, overreached himself in the end to his rivals' amusement. The demand that he created brought him in orders for some seven dozen more boxes of tooth powder than he had free samples. We could not give them to him as under the old arrangement, and he had to buy them at \$2 per dozen!

This dealer had been selling at the cut price and he had been willing to go to all this trouble of advertising and giving away samples for a very small profit per box of cream. It was an advertising stunt pure and simple to get people into his store. It is typical of what more and more retailers are doing.

The worst offense charged against cut rates is that they separate the dealer from his interest in the goods. By such selling and advertising schemes as these, however, the dealer's interest and good will can be retained, because they increase the volume of his sales and hence his profit. Price maintenance and the restoration of price are generally not within the manufacturer's control, when the current is running against him, no matter how hard he schemes, but sales are, through the cultivation of dealers and public.

Glenn W. Hutchinson, formerly advertising manager of the 'Frisco Railway system and later St. Louis representative of the American Lithograph Company, is now with the Buxton & Skinner Printing Company, which has a large railroad business in that city. Mr. Hutchinson is secretary-treasurer of the Admen's League.

WASTE OF DEALER LITERATURE REDUCED BY RESTRICTING THE SUPPLY

DEGREE OF RESTRICTION BASED UPON SIZE OF DEALER'S ORDERS—"HOT AIR" GINGER TALKS HAVE LITTLE EFFECT ON HARD-HEADED MERCHANT—DEALER'S USE OF AND DESIRE FOR ADVERTISING MATTER IN CONSEQUENCE OF TANGIBLE EVIDENCE GIVEN HIM THAT SUCH MATTER PROFITS HIM

By C. H. Clark,
Adv. Mgr., Goulds Mfg. Company,
Seneca Falls, N. Y.

[EDITORIAL NOTE.—What are some plans devised by careful advertisers which have succeeded in reducing the waste of advertising matter supplied to dealers? This article by Mr. Clark is pertinent testimony.

Wholesale distribution to the trade, made without likelihood that the literature will be used, will put a crimp in the fattest advertising appropriation. Many advertisers have built expensive window displays, for example, only to find that some dealers have consigned them to the rubbish pile. Catalogues, counter booklets and electros ditto. This is waste of the rankest kind.

Moreover, this waste is practised by the very dealers, often, who would make good use of the matter if the advertiser had "sold" them in advance on it as he had sold them on the goods. Some advertisers have succeeded in reducing the waste.

A pooling of experiences will serve to throw light upon a vital question. PRINTERS' INK invites short contributions from any of its readers who have instituted profitable economies in this respect.]

A common mistake, I believe, that many advertisers fall into is in making a *too free distribution of their advertising helps*. Such practices are bound to cause the dealer to underrate the value of such material. Recognizing this, some manufacturers have gone to the other extreme, and make a nominal charge for the matter they furnish dealers. Handling many lines as the average dealer does, this is apt to look unfair as long as it is not the general practice; and I do not believe it has been very successful.

It has been our effort to strike a happy medium by furnishing the material free, printed in the dealer's name and written to fit his needs; but we restrict the amount that each dealer can have.

A Five-Million-Dollar Raise

"Each year," says a recent article on Wisconsin, "sees an increase in value of Badger dairy products of about \$5,000,000."

Did you get that?

Each year the farmers of Wisconsin, on *dairy products alone*, get a \$5,000,000 "salary raise"!

And it's untrained money, too—money that has *no* regular and appointed channels.

Do you wonder advertising men are advising—

Start in Wisconsin

Wisconsin is blanketed by the Wisconsin Agriculturist.

Half the State is directly interested in agriculture—and one out of every *three* of these farmers is a Wisconsin Agriculturist subscriber.

Tick off every third house in a row and see what that means!

Fifty per cent of these subscribers pay two, three and four years *in advance* for their paper.

Our renewals average over 85%.

These facts speak loudly of the subscribers' interest.

Yet the advertising rates of the Wisconsin Agriculturist come within the accepted "half-a-cent-a-line-per-thousand."

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wis.

George W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association.

This restriction is based largely upon the size of the dealer's orders. This plan is causing the dealers to look upon the advertising material we furnish as an extra concession that is worth getting.

As a result of this plan and our policy of sending such material when requested only, I feel sure that very little of the booklet and window display material we furnish is wasted. The dealer is learning to become more conservative in the quantities he requests. Then the feeling that we consider the material valuable is having such an influence on him that he is pretty sure to be in earnest when he says he wants it. This policy, however, has not cut down the total consumption in the least. More of it is being used all of the time; and we feel sure that it is being used to better advantage all the time.

I do not believe that any amount of "hot air" on the power of advertising and what the manufacturer is doing for the dealer in national campaigns will influence him one whit. The live dealer is just as hard-headed on the advertising proposition as the national advertiser is becoming. Before he will spend his time and money on it he wants to know what it will do for him.

It has been my experience that the only way to get the dealer interested in co-operative advertising is to give him tangible evidence that advertising pays. And to get him to make use of the manufacturer's advertising helps it is necessary to make these helps real *dealer* advertising.

If they are the kind that will make sales for the dealer, you can depend up his making intelligent use of them; and he will come back for more just as soon as he can use them.

From previous experiences, I believe that The Goulds Manufacturing Company is having more than average success in getting dealers to advertise Goulds goods. In fact, it is becoming a problem with us to decide just how far we can supply all of the material the dealer wants.

We are showing our dealers the value of advertising by making our farm-paper campaign a working demonstration as well as a help in aiding them to get consumer interest. Care is taken by the sales department to refer all prospects from this advertising to dealers, wherever there is a dealer to take the order. In this way many of the larger dealers are getting almost daily reminders of the selling power of advertising. It doesn't take the live dealer long to see that he can get interest locally by using the same methods.

When we hold exhibits at country fairs or other agricultural meetings, our salesmen are very careful to follow the same plan of referring the inquiries to our dealers and having the customer order through his dealer. The dealer is told where the inquiries were obtained; and in this way he is given real evidence of the value of such exhibits. Every encouragement is also given him in the form of special terms on goods for exhibit purposes, special printed matter for distribution, etc. This plan has been successful in getting many dealers to show our goods at their local fairs.

TO ENFORCE FRAUDULENT ADVERTISING STATUTE

The Boston Chamber of Commerce announced October 28 that plans had been perfected for enforcing the law against fraudulent advertising, passed by the Massachusetts Legislature last spring. The scheme is to form a separate corporation of retail merchants in Boston, to which each member shall subscribe for at least one \$5 share. It will be the business of the officers to lay before the proper authorities evidence of any infringement of the law.

By this plan corporate responsibility limited to the amount of subscription by each stockholder will be assumed in case of any counter litigation arising from a prosecution. It is believed that this risk is seriously hindering the enforcement of the law at present.

NEW YORK "TIMES" NEW ADVERTISING MANAGER

Thomas D. Taylor, on Monday, November 4, assumed the duties of advertising manager of the New York *Times* and Edward P. Call was appointed as assistant business manager.



NOW MORE THAN 600,000 GUARANTEED CIRCULATION

Among the Best Class of Mail-Order Buyers.

A fertile field is opened—an opportunity to secure a vast army of agents, or to sell an immense volume of merchandise direct to more than 600,000 consumers.

"Needlecraft" is a monthly magazine read by serious, practical women who do their own sewing.

As nearly every suggestion is a direct demand for some article of merchandise before the idea can be executed—

"Needlecraft" is an influence for immediate purchase.

A subscriber wrote us recently: "I would give more for one issue of **Needlecraft** than for a whole year of other publications costing five times as much."

If **"Needlecraft"** is so valuable to the subscriber, what will your advertising be worth when in touch with every woman in more than 600,000 **"Needlecraft"** homes?

Getting in touch with "**Needlecraft**" readers means addressing women who direct the buying for the entire family—and what is of importance to you, these women have the money with which to buy.

The balance of ready money lies with the people living in the smaller towns and country who comprise more than 80 per cent of all American home owners.

Strike at this foundation of American wealth.

Strike every month and see the effect of your blows—more business from these known mail-order buyers.

Send for Book entitled, "**The Reason for Needlecraft.**" Tells all about "**Needlecraft**," this wonderful woman's magazine with **more than 600,000** paid-in-advance circulation, and still growing.

Advertising forms close promptly on the 1st of the month preceding month of issue.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
MAINE

Flat Iron Building
NEW YORK

October—Another B

Daily Circulation Average
For October, 1912

420,721

Average for October, 1911, Was 369,418

Gain of 51,303 Copies

Sunday Circulation Average
For October, 1912

318,686

Average for October, 1911, Was 303,631

Gain of 15,055 Copies

A circulation obtained without the aid of coupons, voting contests, premiums or other schemes.

Automobile Display Advertising

More proof of the
Post's supremacy
in the Boston field.

TOTAL for TEN MONTHS, 1912

(January 1st to October 31st)

Post	-	-	316,580	Lines
Globe	-	-	304,900	"
Transcript	-		241,109	"
Herald	-	-	222,695	"
American	-		218,188	"

Boston Post Month

In October the Post Again Led All Other Boston Papers in

Local Display Advertising

Foreign Display Advertising

Automobile Display Advertising

Total Display Advertising

DISPLAY ADVERTISING, in Agate Lines, for the Month of October in Papers Having Daily and Sunday Editions

Post - - 643,875

Globe - - - 573,483

American - - 525,267

Herald - - - 374,006

Post Led Globe by..... 70,392 Lines

Post Led American by... 118,608 "

Post Led Herald by.... 269,869 "

The Post Led in Display Advertising in

January

February

March

April

May

June

July

August

September

October—and

started November with these figures for the first day:

LINEs

Post . 32,856

Second paper . 23,520

Third paper . 15,600

Fourth paper . 12,852

DISPLAY ADVERTISING, in Agate Lines, Since January 1, 1912, in Papers Having Daily and Sunday Editions

Post - 4,731,605

Globe - - - 4,307,119

American - - 4,022,437

Herald - - - 2,685,804

Post Led Globe by... 424,486 Lines

Post Led American by... 709,168 "

Post Led Herald by... 2,045,801 "

Representatives { KELLY-SMITH CO., 220 Fifth Avenue, New York City
C. GEORGE KROGNESS, 802 Marquette Building, Chicago, Ill.

THE COUNTRY GENTLEWOMAN

MEN-FOLK problems are shared by the woman on the farm much more freely than by the woman in the city. The country wife knows her husband's hopes and fears—watches the fields from day to day—and often helps him plan and execute.

Some affairs are her especial province. The dairy and the poultry may fall chiefly under her eye. In the care of the home garden, in country-side social affairs, relations with church and school, she is usually prime mover.

And beyond these, she has, all by herself, the cooking, the sewing, the homemaking.

So, like her husband, she is interested in a national farm paper.

Through **THE COUNTRY GENTLEMAN**
she finds help, and a broader view.

She looks over her husband's shoulder and studies with him the outlook for the season's crops, ideas for remodelling the dairy barn, and the newest labor-saving device.

Together they pore over methods for raising 200 eggs per hen, or selling milk for a quarter of a cent more, or preparing the boy for agricultural college.

And *alone* she searches out new recipes for preserves, ideas for sensible country clothes, pin-money hints, kitchen craft.

In her husband's problems, in their joint duties, and in her own affairs, she finds **THE COUNTRY GENTLEMAN** of consequence to her.

THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation 1,750,000
THE SATURDAY EVENING POST, circulation 1,900,000
THE COUNTRY GENTLEMAN, *present* circulation 140,000

Triple Service

The December Good Housekeeping carries several thousand more lines of advertising than any previous Christmas issue. This is the direct result of the triple service given advertisers in the October—Achievement—Number.

Strong appeal to over 340,000 interested women, store-window display through bulletin service to 3,600 Good Housekeeping Stores, and reproduction in 10,000 copies of Good Storekeeping—that is the combination that delivered the extraordinary returns to October advertisers. They and the retail merchants say—"Do it again."

It is to be done again. January Good Housekeeping will be the buying and local-advertising guide for progressive merchants in every line of retail merchandising. The special bulletin service will be repeated, reproduction will be given in Good Storekeeping, and the largest number of women ever reached by the Magazine will read the advertisements placed before them by this splendid Prosperity Number.

If your order isn't in, get it in. Two dollars a line is small cost for big service—*Triple Service* that secures wholesale orders and then moves the goods.

**Good Housekeeping
Magazine**

Coöperates with the Retail Merchant.

New York Washington Boston Chicago

WHIRLWIND DEALER CAMPAIGN TO BEAT COM-PETITION AT START

HOW THE NATIONAL RUBBER COMPANY IS MARKETING ITS "TIRE-NEW," WITH A VIEW TO ESTABLISHING GOOD WILL FOR A FAMILY OF TWELVE NEW PRODUCTS—A DETAILED ACCOUNT OF THE SALES AND ADVERTISING WORK THAT DEVELOPED TRADE AND CONSUMER INTEREST

A manufacturing concern out in St. Louis is introducing the first of a family of twelve products to the public. It is sure that it has turned up a new market if not strictly a new use, and it does not propose to allow any competitors to get a footing if it can help it. The one course indicated is a big, speedy campaign that will start business and get the dealer to working with it before competition has a chance to get "set," and the company is doing it.

"Tirenew" is the first of the National Rubber Company's trademarked "Narco" line. "Tirenew" is a waterproof preservative and protection for automobile tires, which is spread on with a brush and will last a week or so. It comes in cans of various sizes, from fifty cents up, a fifty-cent can containing enough of the liquid to coat eight tires.

The campaign started only eight months ago, but is said already to have achieved very satisfactory results. These must be attributed not more to the merit of the product than to the practical nature of the advertising and selling efforts of the house.

When the company faced the question of marketing its product, it found that it had two classes of consumers, the owners of automobiles and the garages. The former would be expected to apply the preservative themselves or pay the garages to do it, and the garages would be expected to keep the preservative for use on the tires of the cars of their patrons just as they kept oil and gasoline for other purposes. There were other products in the market more

or less like "Tirenew," but they were all classed as accessories by the garages and not carried by them. But it seemed to the National Rubber people that a tire preservative was precisely in the class of oil and gasoline. The garages sold these and the rubber company could see no reason why they should not sell "Tirenew." The only thing in the way was trade custom and that was *only* a custom and not a reason. That made two classes of consumers and two kinds of dealers.

The trade circular that they sent out to the first kind of dealers, the regular automobile supply houses, was a large folder gotten out in three colors and in a rather more attractive shape than the



THE BIG ELECTRIC DISPLAY

generality of trade circulars. The National Rubber Company has pressed the national colors into its service and used them freely in the folder. The circular showed examples of the advertising scheduled to run this fall in various publications, showed the product in different-sized cans, pictured the cans in the case and explained the character of the campaign. Special emphasis was laid on the fact that it would be a continuous

one through the year and that the dealers would be supported in all ways, by being furnished signs, window-display matter, booklets, folders, and other live matter for distribution over their own names.

The copy core of the dealer literature and all other advertising is the claim that the new preservative adds twenty-five to thirty-three and one-third per cent to the life of a tire, and is therefore

twenty-five cents, which contains enough to coat one tire. The experience of the company has been that practically every sample sent out results in the purchase of a larger can.

Some of the ads are in colors. The list of mediums at present on the schedule is as follows: *Life*, *Saturday Evening Post*, *Collier's*, *Literary Digest*, *Vogue*, *Scientific American*, *Motor*, *Motor Age*, *Auto Trade Journal*, *Motor World*, *Horseless Age*, *Auto Trade Directory*, *Automobile Review*, *Motorist*, *Chaffeur's Bulletin*, etc.

Large space generally is being used in these mediums, and is to be used month after month. A year's schedule has been mapped out, beginning the first of October.

In addition to the magazine advertising, outdoor painted display is being used in Chicago, St. Louis, Cleveland and Detroit. A spectacular electric sign is also being prepared for Chicago and St. Louis to be used on the most prominent automobile thoroughfares.

It is in the direct advertising, however, that the most unique touches appear. One of the best pieces is a four-page folder, the

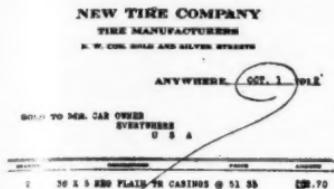
last three pages of which contain a talk to consumers on tire economy and the first page of which is a billhead, with an imaginary bill rendered for two casings, bought on October 1. The date is ringed and attention is called to it by a note in facsimile handwriting to this effect: "Why not move this date ahead a month or two? Tirenew will do it for you. Narco."

The dealer's name is filled in at the end of the circular and

ONE OF THE ATTENTION-GETTING AND PIECES OF MAGAZINE COPY CONVINCING

an economical necessity. The improvement in the appearance of the car is also touched upon.

The magazine advertisements have for their central feature a picture of a much-used tire being renewed with Tirenew. The brush being a broad one, the task looks to be one of only two or three minutes. This strong point is well brought out. The package and trade-mark are also pictured. One of the important features is the offer of a trial can of Tirenew for



Why not move
the site ahead a
month or two?
Review and do
it for you to
XARCO

A NEW WRINKLE IN CONSUMER LITERATURE

sent to dealers to send out to their customers.

When it came time early in the campaign to line up the garages a special circular was prepared. It was printed in two colors, brown and red, on rather stiff buff paper, and is chiefly notable, from a typographical point of view, for the unique use of some of the marks of punctuation, which are printed in large red type at the beginning of each paragraph and almost force the observer to read into the matter to find the wherewithal and wherefore. On the first page of the folder is the picture of a garage, with a window display of "Tire-new." The name of the garage is not given. It would have helped some if it had, because the garage is a large and handsome one.

The talk is straight and practical, a model for other folders. It starts off with the story of what purports to have been an actual occurrence. A National Rubber salesman had been told by the manager of a large garage in St. Louis that he could not put in "Tirenew" because his firm did not handle accessories, and "Tirenew" was regarded as an accessory. In the course of the conversation which ensued and which was reported, the salesman showed the parallel between gasoline and

oil, which all garages handled, and "Tirenew." The garage manager finally consented to stock the preservative. "And he profited happily ever after," might have been the conclusion. The anecdotal method of imparting information is one of the very best, and is in general too little used. This folder is said to have produced exceptionally good results. It was introduced to the garage managers in an unusually attractive way for a piece of mail advertising. The folder was fastened with a clip and under the clip on the front side was thrust a slip of paper looking as if it had been torn off of a scratchblock. It carried this legend in facsimile handwriting, scrawled unevenly across its face: "This is about the cleanest cut way of going after business I've run into in our line, don't you think so? I know Tirenew and it's strictly O.K. Hastily, B." The folders with the slips were sent under a plain envelope to every garage in the country and must have received quite uncommon attention.

As a further inducement to stock "Tirenew," there is supplied

This is about the
cleanest cut way of
going after business
I've run into in our
line, don't you think
so?

FAMILIAR NOTE THAT WAS STUCK UNDER
FOLDER CLIP AND WENT TO DEALERS

free of charge to every garage in the country handling it, either in the way of selling it or including it in their service to customers, a metal sign 14 by 20 inches, which can be tacked up on the outside to show that it is a "Tirenew" coating station and that such work can be done there.

The matter sent to the automobile owner is as ingeniously designed to secure attention as any of the others mentioned. It is a small folder to be sent under one-cent postage. Once opened, it shows between two columns of letter-press a picture of a tire in process of being coated. One of the sides is an over-lap, and upon being folded back discloses the tire completely coated. It is an old idea, but very effective, just the same.

As a consequence of these methods, the National Rubber Company considers itself to be in a very strong position, and is making plans to bring out its other products which will be merchandized through several lines of dealers and not the automobile trade alone.

CASH REFUND FOR ADVERTISERS

P. F. Collier & Son announce that as the circulation of the *Housekeeper* has "fallen slightly below our guarantee," a cash refund will be mailed advertisers covering the shortage.

The United States Supreme Court will be asked to pass upon the nature of the puzzle scheme used in advertising pianos under an indictment against Samuel E. Mois of Chicago. The case was recently reported in *PRINTERS' INK* when a demurser to the indictment against Mr. Mois was sustained. Judge Landis has, however, granted a writ of error to Government attorneys to take the case to the highest court.

Malcolm Stearns, formerly of the Chicago office of *Good Housekeeping Magazine*, has been made New England manager for that publication with headquarters in Boston. Owen Jones, who has been the New England manager, is now connected with the home office of the magazine in New York. F. W. Preston, who was with the Chicago *American* for ten years, has succeeded Mr. Stearns in Chicago.

John Othen, who was formerly attached to the advertising staffs of the *Washington Herald* and *Times*, is now in the advertising department of the Jacksonville, Fla., *Metropolis*.

BOUND VOLUMES OF "PRINTERS' INK"

FRANK PRESBREY Co.

Advertising

Fourth Avenue, at 81st Street,
New York.

Editor of PRINTERS' INK:

Our Mr. Bliss has asked me to take up with you the matter of completing our files of *PRINTERS' INK*, which has been the subject of correspondence.

Our files are complete to the end of 1908. Mr. Presbrey desires that these be completed to date, and hereafter kept complete. Will you kindly advise if you can supply bound volumes prior to the issues for the current year, or will it be necessary for us to have bound the copies we have between January, 1909, and December, 1911, inclusive?

Will you kindly send us bound volumes for the current year already completed, and furnish us with future bound volumes as they appear.

FRANK PRESBREY Co.
Per W. H. HALE.

When a back number of *PRINTERS' INK* is wanted, it is usually wanted pretty badly. The only safe way is to keep a file in the shape of bound volumes. Subscribers can have their own copies privately bound but they will insure a neater job by placing a standing order with us for each bound volume as it appears. *PRINTERS' INK* is issued every three months in handsome cloth binding, stamped in gold, and is sold at \$2 per volume, or \$8 per year, carriage prepaid. It is necessary to order these volumes in advance as we do not undertake to supply back numbers either singly or in bound form. Some leading agencies and advertisers have followed this plan for years and value highly their complete sets of the leading advertising journal.—[Ed. *PRINTERS' INK*.]

NEW OFFICERS ROCHESTER AD CLUB

Melville A. Pollock, advertising manager of the Taylor Instrument Company, has been elected president of the Rochester (N. Y.) Ad Club. Other officers for the coming year are as follows: Vice-president, Harry C. Goodwin, advertising manager of the Kirschstein Optical Company; treasurer, Harry M. Bestor, of the Clark-Bestor Optical Company. The new board of directors will include George P. Culp, of the Zimbrich Taxicab Company, and Clark H. Quinn, of the C. F. Garfield Real Estate Company.

Reach This \$1,600,000,000 Market by Advertising in

the Orange Judd Company's new farm weekly—*Southern Farming*.

The 2,800,000 farms in the South will get \$1,600,000,000 for their farm productions in 1912. Their land is worth \$8,500,000,000; their cereal crops, \$500,000,000.

Did you realize that the Southern farmers were so prosperous? They haven't been *long*.

That means they are going to *spend* most all of this money right away, putting it back in new equipment, seeds, better stock, buildings and furnishings.

For their prosperity is not alone the result of high prices—but of the scientific methods of farming they practice. The way to reach the *best* of these buying Southern farmers is by advertising in



Orange Judd Company's new Southern farm weekly, which is edited at Atlanta, Ga., by Prof. L. A. Niven—a man who knows the conditions, and how to meet the special needs of the South, and how to make these Southern farmers *act* upon the new methods he teaches. It has

45,000 Circulation Weekly Guaranteed

among the most wide-awake, brainiest farmers in the South—the big men in the farming business, thinkers and buyers. It is a distinctively Southern paper, yet has behind it the prestige and force of the Orange Judd organization. Its crop and market reports for the South, in particular, make it extremely valuable, and is the *reason* it is read by the *best* farmers. Advertising rate, 25 cents per line flat.

Address nearest office for Sample Copies and further information regarding this new leading farm weekly—**SOUTHERN FARMING**—the farm paper for the whole South.

ORANGE JUDD COMPANY, Publishers

Headquarters, 315 Fourth Avenue, New York
Southern Office, 326 Candler Building, Atlanta, Ga.

Western Office
1209 Peoples Gas Building
Chicago, Ill.

Northwestern Office
601 Oneida Building
Minneapolis, Minn.

New England Office
Myrick Building
Springfield, Mass.

The Ladies' World and Housekeeper

A Logical Union

THE HOUSEKEEPER was established in 1877, **The Ladies' World** in 1886.

The former has been sold to the public at fifteen cents a copy, the latter at five cents a copy. Editorially and mechanically the two magazines have been so close together that their amalgamation is as logical and desirable for the reader as for the advertiser.

Present subscribers to **The Ladies' World** will receive "**The Ladies' World and Housekeeper**" for the balance of their subscriptions. Present subscribers to **The Housekeeper** will receive the new and larger magazine for three times the length of their present subscriptions. The price of "**The Ladies' World and Housekeeper**" will be five cents a copy—a continuation and extension of **The Ladies' World**'s already successful Five Cent Idea.

This great combined circulation at the present **Ladies' World** rate speaks for itself.

The McClure Publications, Inc.
McClure Building, New York

“Militant Housekeeping”

An Editorial from the
New York Sun

“It is now announced that Messrs. P. F. Collier & Son have sold their monthly magazine for women, called *The Housekeeper*, to The McClure Publications Corporation, which publishes *McClure's Magazine* and *The Ladies' World*. *The Housekeeper* is to be consolidated with *The Ladies' World*.

“The reason given by a member of the Collier publishing firm for selling *The Housekeeper*, with its substantial circulation of 400,000 copies, is that this magazine ‘did not fit in, editorially or otherwise, with the policy of the Collier publications; it could not be made militant enough for Collier's.’

“Fortunate and three times happy the experience and present estate of them that say the organ of the housekeeper should not be militant. What folly to be wise in the sorrows of the domestic establishment when such blissful ignorance can be defended as a good business policy. But by the great majority of sojourners in this world of trouble this thesis will be classified—at least by all the women—as ‘a man's idea of housekeeping.’

“Housekeeping not militant? Why, it is one long battle. You have to fight to get money to pay the landlord to rent a house to keep you, you must fight, craftily and yet with boldness at the crisis, to get servants, and then fight to discharge them. You must fight for good coal and to get the butcher's meat you buy; you must fight for fresh poultry and eggs and butter; you must fight for your kitchen and your hearthstone from dewy morn to smoky eve, and lie down weary after one long day of militancy only to rise up in dogged optimism to fight again the next day.

“Such is the condition of the housekeeper's living. Not militant? It is nothing else. True, it is a matter of fighting, not of talking. Maybe this is where the confusion has arisen in the editorial mind.”

The McClure Publications, Inc.
McClure Building, New York

The size and form of The American Magazine have been changed. The editorial policy which has given it a distinctive place in the minds of its readers remains the same.

And although we believe the next-to-reading plan will benefit the advertiser, the real advertising value of The American Magazine must always be in the depth of its appeal to the reader.

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director

New York

BRANDED TABLECLOTHS AND NAPKINS TO BE ADVERTISED

NOVEL CAMPAIGN BEGINS IN WOMEN'S MAGAZINES—BRAND AFFIXED TO FABRIC—APPEAL MADE TO THOSE WHO WANT A GOOD IMITATION OF LINEN AT LOWER COST

A mercerized cotton table napkin, made to look like linen, and selling at about one-third the cost of actual linen, is about to be advertised extensively to the trade under the brand name "Nikpan." The originators of the brand, William M. Austin & Co., of New York, appear to have established themselves firmly with the trade, and seek to aid distribution of their product by means of straightforward advertising, encouraged perhaps by the progress of the "Sealpackerchief" campaign.

"Nikpan" napkins and tablecloths will not be packaged as are the "Sealpackerchief" handkerchiefs. The "Nikpan" "gold seal," attached to all goods in this line handled by the Austin Company, will be one of the main points of the advertising.

The processes of manufacture employed to impart a distinctive character to the "Nikpan" brand are, according to one of the members of the firm, what make it possible to put such an article on the market under a trade name. Properly analyzed, a brand of table-linen would have only its supposed exceptionally fine quality to support an advertising argument, but here there are different elements. The Austin Company depends upon these elements, which include matters of novelty and price, to bring about a systematic demand for the goods such as could only be effected through advertising.

The concern sells through jobbers only, at present, and it has previously advertised to the trade. Now, it hopes to reach retailers in addition and to back up retailers and jobbers by giving information about the product

direct to the prospective customer. To carry out this plan it has put on the consumer's market an article aimed to appeal to a certain recognized class—those who desire goods as good as linen, at a lower price. Thus it has been found advisable to perfect the patterns used so that they will actually *look* like linen, and to perfect the method of manufacture so that they will wear well.

The advertising campaign begins logically after these two problems have been satisfactorily solved. Its possibilities have been stimulated recently by trade agitation involving the sale in large quantities of paper napkins, and by the ever growing demand in country homes for an article resembling that used in city homes at a lower cost. Evidence of the demand for paper napkins, for instance, is set forth in a recent number of the *Wholesale Grocer*, which advises dealers to stock paper napkins, and says:

One large Western manufacturer alone makes more than two million paper napkins every working day in the year.

What becomes of them? Every lunch room or restaurant that used to furnish nothing of the kind for their patrons, now buy from ten thousand to one hundred thousand at a time, and generally the best heavy crepe napkins.

Soda fountains in drug stores and candy shops will use an average of twenty-five thousand to fifty thousand a season.

So far as is known the "Nikpan" campaign is the first in its field. It is a campaign, however, that seems quite capable of producing results, and these will be looked for with interest. A story of the outcome of the season's work, if successful, will take its place in that rapidly increasing list of advertising successes gained in fields that were formerly supposed not to be at all susceptible to the good ends of advertising.

The preliminary list of periodicals to be used includes the *Dry Goods Economist*, the *Boston Cooking School Magazine*, *Ladies' Home Journal*, *Modern Priscilla*, *Good House-keeping Magazine*, and the *Delinimator*.

ADVERTISING HAS NO UNSOLVABLE PROBLEMS

SPEAKER AT DINNER OF AD MEN'S LEAGUE SAYS THAT PUBLIC MAY BE GAUGED ACCURATELY—DISCUSSION OF EMERSON'S TWELVE PRINCIPLES OF EFFICIENCY

The Advertising Men's League of New York held the second monthly dinner of the season at the Aldine Club on Thursday evening, November 7. "Efficiency in Advertising and Selling" was the topic for the evening. The speakers were Melville W. Mix, president of the Dodge Manufacturing Company, Mishawaka, Ind., and Herbert N. Casson.

W. H. Ingersoll announced that 122 new members had been admitted since the last meeting and that the membership is now 500.

Mr. Mix's address was entitled, "Efficient Analysis of the Manufacturer's Sales Problem," and was developed along economic lines. This will appear in the next issue of *PRINTERS' INK*.

Mr. Casson's definition of a corporation—"a group of individuals no one of whom is responsible"—caused much amusement.

Mr. Casson said:

"Efficiency can be reduced to four words, 'Higher Percentage of Results.' That is, more results for less energy. The advertiser's problem is to cut the cost by better methods.

"There are four tons of gold a day spent on advertising. The problem is either to make this produce a higher percentage of results or to get the same results with three tons."

Mr. Casson went on to enumerate the twelve Emersonian principles of efficiency and to apply them to advertising. He brought out the fact that Mr. Emerson himself had said that there were any number of principles of efficiency, but the twelve he enumerated were basic ones.

First he discussed "Ideals," which involves the mission of the subject under consideration. The advertiser asks the question, "What is advertising for?" and

answers it, "First, to interest the reader, and then to make him buy automatically." The object of advertising is to save the time of the salesman, to make an order-taker of the salesman, to make him a "closer," instead of a "starter." The purpose of advertising is to create new and better national habits. "Advertising has taught the nation to be clean; has taught people the use of bathtubs. We don't have to wait for it to rain, as we used to."

Mr. Casson explained that "Common Sense," another principle, is the adaptation of new methods and the throwing off of the useless ones.

Then he discussed "Competent Outside Counsel." In a business, the line of authority should be straight, every man to report to but one man above him. But the line of knowledge is not so simple. The president at the top of the line of authority is not the center of knowledge. As applied to factory management, a man away down in the line of authority may know more about discipline than the president ever will, and in the same way, a man in a lower level will know more about belts than the president. Therefore in advertising the manufacturer should go outside of his factory for knowledge about selling.

Mr. Casson omitted the principle of "Discipline," saying he did not see how discipline could be applied to advertising just now.

In discussing the principle of "A Fair Deal," Mr. Casson said a manufacturer should look beyond his own proposition, and be sure that every person or organization handling his product should receive a fair compensation.

He touched lightly on "Records" and went on to the principle of "Planning and Dispatch." In planning and dispatching, the outside point of view is very necessary. In agency work a competent man who is not familiar with the product or its making should be sent to the factory to watch the raw material go through its various stages of manufacture. He will notice the unusual points. Then let him talk to three salesmen,

then to the president and the sales manager. Then let him study the previous advertising done by the firm, also the competitor's advertising. After all these facts are gathered together, make a "situation" report; and from it plans for advertising may be made.

Another principle is one of "Standards." Advertising is at a disadvantage in regard to standards; but each man may make standards of his own. "In my work," Mr. Casson said, "I have prepared a chart showing the value of various factors in the advertisement. I value the plan, including all the facts, data, etc., 50 per cent; display, 25 per cent; headlines, 15 per cent, and copy, 10 per cent. Of course this will not hold true with every business; but I find it very useful. There should be standards of circulation; but when I come to analyze circulation I give it up. I don't know what it is; but there can be, and will very likely be, more efficient standards than we are at present using. For instance, we

in our business analyze mediums according to appearance, judging paper, illustrations, etc. Of course the poorest are nearest the waste basket, and the best-looking ones remain on the table."

Mr. Casson discussed briefly the remaining principles, and he brought his talk to a climax in a discussion as to whether advertising would yield to science, as had everything else. He enumerated the great inventions and discoveries of past centuries, showing what wonders had been accomplished by the human mind; and asked why men, when they come to advertising, should say, "I give it up." He maintained that the public could be gauged just as accurately as any element in any other science.

President Wadsworth, of the Eastern Division of the A. A. C. A., met with the members of his principal committees on November 8th, and it was decided to open headquarters in the Fifth Avenue Building for the Eastern Division.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

WOULD "C. O. D." POSTAGE PLAN BRING WORTH- LESS INQUIRIES?

THIS MAIL-ORDER MAN ARGUES THAT
IT WOULD—WHAT IS WANTED IS
A BETTER PLAN OF ELIMINATING
THE MERELY CURIOUS INQUIRER

By *P. F. Bryant*,
Manager, Mail-Order Department, The
Babson Statistical Organization,
Wellesley Hills, Mass.

Several different ideas have been expressed in *PRINTERS' INK* lately regarding the "Collect-on-Delivery Return Card," the assumption being that sales managers are desirous of getting more replies from "circular" advertising.

The real thing that we advertisers need is not *more* prospects, but *better* prospects. To any sales manager it is quite obvious that two thousand worthless prospects are more nuisance and expense than none at all; while two hundred good prospects are a valuable asset.

The problem in my own work is not only to make the *good* prospects return the card, but to eliminate the curious who have no desire to purchase.

I *do not* favor the "C. O. D. return-card" as I feel that it is going to make it so cheap and easy for every "Tom, Dick and Harry" to send for our booklets, which cost real money, that the results per dollar spent will be less satisfactory than before.

For instance, if we really do get twice as many inquiries by the C. O. D. method, yet if these "inquiries" are only half as "likely" as under the old scheme, where do we benefit? Again, suppose all these inquiries cost us one-half as much as before, the natural conclusion is that we shall double our circular advertising in order to consume the entire appropriation for this work. Then what is the result? We shall have twice as many prospects, entailing twice the cost to follow up, in order to produce exactly the same gross business that we got with the stamped return-card. This increased amount of adver-

tising literature and form letters will tend to *decrease* the effectiveness of that material which is really worthy of attention; for there will be such a mass of it on our desks in the morning that we will slide the whole pile directly into the "extra size" wastebasket that is waiting for it.

The C. O. D. idea may not work out as suggested above, but lacking definite proof to the contrary, I firmly believe that a prospect who will not mail a stamped return-card in order to get information he wants is not a prospect at all, in the true sense of the word, and it is certainly worth a cent to get him out of the file. Is the person who is too "economical" to buy even a one-cent stamp a good prospect for the purchase of goods costing many dollars?

Such questions as paid-on-delivery return-cards, while interesting, are not the issues of real importance in actual, practical work. The question of more inquiries is not half so puzzling as more sales. In other words, there are just three steps in getting new business: (1) The Advertising. (2) The Inquiry. (3) The Sale. The difficulty does not come between (1) and (2): the "rub" is decidedly perceptible between (2) and (3).

Almost anyone can get the inquiry by advertising in some of its many forms, but what is needed are new ideas and "easy routes" *after* the inquiry is obtained. That is where the most of us are doing our heavy guessing, and if anyone will come forward and tell us how to get sales after the inquiry is delivered to us, I think we all would appreciate it much more than any scheme for padding the number of inquiries.

W. McK. Barbour has become vice-president of the Newitt Advertising Company, of Los Angeles. He was for four years advertising manager of the Minneapolis *Tribune*, and at one time part owner of the Minneapolis *Journal*.

The Milbourne Advertising Agency and the Green, Raley, Lucas Agency, both of Baltimore, have been consolidated.

Yes, You Can Get Wasteless Circulation

Since you first learned to meet people through salesmanship on paper you have heard of *wasteless* circulation.

But how often have you been able to get it?

By building circulation along one line—making each paper appeal to only one sort of men—we can point to five instances of practically wasteless circulation—In the Hill Engineering Weeklies.

Select the paper that goes to the field in which your machinery is used and each line you print is focused on men who are possible buyers of what you have to sell.

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News
(1874)

The Standard Paper of Civil Engineering. Circulation 18,700.

American Machinist
(1877)

Devoted to the Work of Machinery Construction. Circulation 24,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 32,200.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,000.

Subscribers to the Hill Weeklies pay for the privilege. They pay because they want to read the paper—editorial, news and advertising—and they believe what they read.

Making It Pay

Fifteen people trained in modern advertising are at your service in planning your campaign and supplying the advertisements for it. This service is gratis. This department lives up to its name of "Make-It-Pay Department."

Address

Hill Publishing Co.

505 Pearl Street

New York City

A Basic Link of

Christian Herald

Organized Phila

BY its subscribers, The Christian Herald is regarded not only as the most reliable and interesting magazine published—

But they also look upon it as a well-organized *institution for the uplift of humanity*—an institution in which they are co-partners.

Three thousand children from the slums of New York of various creeds and nationalities are each year

given a ten days' outing in the country by Christian Herald subscribers, who support a Children's Home at Mont Lawn, near Nyack on the Hudson.

This home includes suitable buildings erected at a cost of \$70,000, and has been maintained for seventeen years by readers of



The

Arth

ink of Interest

nized Philanthropy

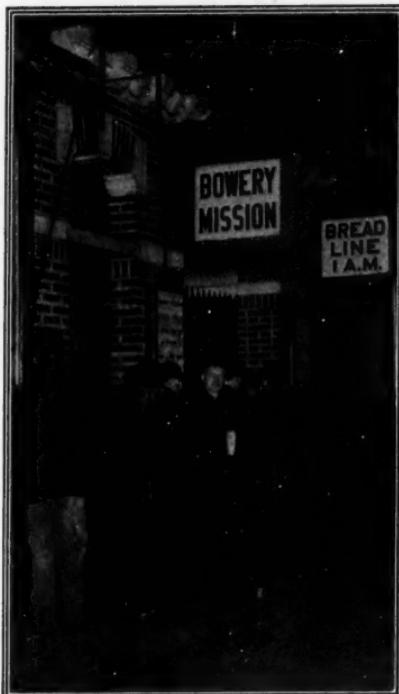
Reader and Subscriber

The Bowery Mission and the famous "Bread Line" are other charities supported by readers of this institution-magazine.

The Mission has secured employment for over 15,000 men in the last four years alone. In the year ending June 30th, 1912 the Bowery Mission gave 299,410 meals; found employment for 3,554 men and supplied 10,656 articles of clothing.

Over \$3,600,000 has been raised for relief work in foreign and domestic calamities.

The value to the publicity advertiser of the institutional quality of the Christian Herald is demonstrated continuously by its remarkable showings on traceable result advertising.



Christian Herald

Arthur Acheson
Chicago

H. R. REED
Advertising Manager
NEW YORK

Charles Dorr
Boston

The Value Of **HARPER'S MAGAZINE**

for advertising purposes is forcibly shown by reports regarding the financial standing of fifty subscribers in Detroit. These names happen to be the first on our subscription list and were taken in regular sequence. An investigation shows that 35 of the 50, or 70% own their own homes and that in 24 cases it was ascertained that the approximate values of such real estate holdings were as follows:

3 at \$	3,000	to \$	5,000
7 "	5,000	"	10,000
2 "	10,000	"	15,000
5 "	15,000	"	20,000
5 "	20,000	"	25,000
1 "	35,000	"	40,000
1 "	100,000		

Additional information of like character may be had upon request.

Advertising Department

HARPER & BROTHERS
FRANKLIN SQUARE NEW YORK

THE NEWSPAPER, THE ADVERTISER AND THE PUBLIC

A PUBLISHER'S REPLY TO THOSE CRITICS WHO CHARGE THE MODERN NEWSPAPER WITH MERCENARY MOTIVES — INDIGNANT DENIAL THAT ADVERTISERS CONTROL — NEWSPAPERS UNJUSTLY CRITICISED

By George W. Ochs,

Publisher of *New York Times* and *Philadelphia Public Ledger*
(Extracts from Address.)

Critics are quick to charge a newspaper with mercenary motives, and the halls of Congress and the hustings often resound with the raucous cry that the American press has degenerated, that it is dominated by "the interests," that it is under the control of "big business" or its policies are dictated by "crooked advertisers." A more malicious or cruel libel was never uttered. The American press is not dominated by any interest except the interest of the public at large, as it interprets it, and in furtherance of this purpose, there is no sacrifice it will not make, no unselfish act it will not perform.

It perhaps is not generally known, but nevertheless it is the truth, that many newspapers in New York, Philadelphia and Chicago and other cities refuse to insert advertisements to the value of hundreds of thousands of dollars each year, merely because they do not regard the subject matter as proper reading for their public, or because they believe the propositions as likely to induce confiding readers to make unwise investments. How many merchants will refuse to handle at a profit any article of commerce not interdicted by State or Federal law? Yet there are scores upon scores of newspapers which will not insert an advertisement of any nostrum, any proprietary cure for secret diseases, even though they are offered at the highest advertising rates and come within the most rigid requirements of the Federal pure food act. How

many banks or bankers will refuse to accept as collateral, bonds or stocks of any corporation of known intrinsic value, regardless of the fact whether they are securities in which they would not advise their clients to invest? Yet there are scores upon scores of newspapers which would not insert advertisements of these same corporations, even though they are offered to them at their highest advertising rates. The best newspapers will not insert advertisements which contain promises of doubtful good faith, that offend good taste, even though they are otherwise entirely legitimate. In the aggregate this rejected business reaches an immense sum annually, and the only compensation to the newspaper for this loss of revenue is the consciousness of rectitude and an ethical obligation to its public. Yet the unthinking, so quick to criticise and condemn, seem entirely unaware of this sacrifice for principle.

The charge that advertisers control the policy of the newspaper is another slander on the American press. It is often charged that great corporations, the colossal trusts, "big business," "the interests" and "Wall street" control newspaper policies, but when this charge is intelligently analyzed, it proves utterly fallacious. The only newspaper a trust could control is one that it owns, for how otherwise could its control be exercised? Trusts are not advertisers, except to a very insignificant extent; the entire amount spent in advertising by the so-called trusts or monopolies in any one newspaper does not represent 1 per cent of its income, and no reasonable person with a modicum of common sense would believe that this negligible proportion of its income could control that newspaper's policy.

There may be some newspapers owned by trusts—certainly no important American newspaper that I know of comes within this category—but even should this be true, its policy would certainly reveal it, and where would the turpitude lie? If the Standard Oil

Company, in addition to boring oil wells, refining and marketing its product, concluded to conduct a newspaper, it would transgress no moral or legal law by so doing.

Any individual, association of individuals, partnership or corporation has as much right to publish a newspaper as the companies or persons now engaged in this profession. There is no royal road to newspaper making, nor does it require a Governmental dispensation or special state or Federal charter. The field is as wide as the universe and free as the air. Any person or any company with capital to procure an equipment can issue a newspaper, but the public will determine its merits and decide its future. If it prove an organ hostile to public interest it cannot long survive, and even though the wealth of a Rockefeller were poured into its coffers, its character, quality and influence as a newspaper would be wholly dependent on its intrinsic merit.

RELATION TO ADVERTISERS

The glib remark, so often heard, that advertisers dominate the newspaper, has in it, in its last analysis, neither truth, logic nor common sense. In the first place, the advertiser has no earthly reason to exercise improper control, as he could have no motive that would imperil his own interests or jeopardize public welfare. In the second place, even though any advertiser were foolish enough to undertake such a preposterous proposition, any publisher with brains enough to conduct a newspaper would, of course, instantly realize that to yield to such dictation would prove suicidal and spell disaster. The charge is utterly foolish, and should not be given a moment's consideration by an intelligent person.

One feature of the new Federal statute regarding newspapers is symptomatic of the attitude toward them of a portion of the public, to which it is pertinent that reference be made in this connection—viz.: the clause imposing a \$500 fine for printing an advertisement which is paid for

unless it is plainly designated to be an advertisement. The obvious inference is that it is customary for newspapers to perpetuate this fraud on the reader. It is a gratuitous calumny on the press. That it should have found expression in an act of Congress betrays either woeful ignorance on the part of national legislators, or, what is more probable, convicts them of inflicting this insult to gratify the spleen or revenge of a coterie of demagogues, whose hypocrisy and shallowness have been exposed by an independent press.

No newspaper of standing, character or circulation, whether sedate or sensational, regardless of its political or news policy, would violate the fundamental rule herein implied; the suggestion that legislation is needed to prevent it is tantamount to a charge of forgery and false pretense against an honorable profession. The implication, of course, is that newspapers are accustomed to accept money for editorial expression, for Congress could have no conceivable object or interest in forbidding paid commercial announcements being inserted without advertising marks. One of the inexorable rules in every well-conducted newspaper office is to insert matter that is paid for either in such type as obviously shows that it is an advertisement, or by attaching some mark which will so explicitly distinguish it.

This, of course, applies only to matter that goes in the news or advertising columns. There is no rule in existence among decent journalists to distinguish editorial matter that is paid for, for no such situation ever arises; a publisher who accepted any price for an editorial expression would be regarded by the profession in the same category as one who would be guilty of theft, arson, forgery or any other penal offense.

♦♦♦

Dave E. Bloch, formerly advertising manager of J. K. Gill & Co., Portland, Ore., and for the last few months advertising and sales manager for the C. E. Sheppard Company of New York City, has resumed his connection with the Gill Company



WOODROW WILSON

has arranged in an orderly and impressive way his statement of his political creed and purpose under the title of

The New Freedom

which will run for several months in
THE WORLD'S WORK.

In your advertising plans for the new year, under the new administration, follow the lead of the new leader in

THE WORLD'S WORK

DOUBLEDAY, PAGE & CO.

Garden City, N. Y.

New York

Chicago

Cleveland

Boston

MAKING THE TRADE PAPER AD EFFECTIVE

A NEW MANNER IS SLOWLY MAKING ITSELF EVIDENT IN TRADE PAPER ADS, BUT THERE IS A LONG WAY TO GO YET—REVISIONS OF SEVERAL CURRENT ADS OF THIS CLASS

By Gilbert P. Farrar.

A few years ago nearly all advertisements were set by the printer in any style or manner that he saw fit.

To-day the best ads are designed by advertising men and the printer is given a chart from which to set.

This condition is very general on magazines, but it is slow in reaching the trade papers.

It has reached the trade papers to a small extent, thanks to ad men in general, and especially to the service department of some of the trade papers.

I have met several manufacturers who have been made to use larger space and use it more effectively through the aid of the service departments of trade papers.

The top ad (Fig. 1) shows that the new order of ad is here. But the bottom part of this exhibit also shows that the old order has not been entirely changed.

The old order will be changed, however. And it will be changed by the ad men who are more familiar with the selling idea than they are with type.

Advertisements, to an ad man, mean sales arguments in a novel and forceful manner, while advertisements to the average printer mean so much type set in his usual square style.

Advertising has advanced beyond the

average printer. Therefore he must be told, to the small details, how to arrange and display the ad.

Fig. 2 is the average printer's conception of a good ad. It has lots of rules and all the white space is filled.

He has filled the space, but is the ad pleasing or interesting to look at?

The type is all of one tone. There is no display, nothing attractive.

Another point: the whole ad is taken to advertise Nucoa Butter, yet the by-product—Nucoline—looks just like one of the facts concerning this butter.

In Fig. 3 I have "wasted" white space and have used light-face type with heavy display lines. An average ad man could make a layout roughly in pencil of this idea in a few minutes.

I have also made a separate feature of "Nucoline," and I believe that by this arrangement

Bakes Twice as Many Cones as Any Other Machine

The Honeycone Machine

Other Reasons why you should have it are:
The Honeycone bakes the cones. Others fry them.
The Honeycone makes strictly to the selling. The machine does the work.
The Honeycone's baking plane can be replaced in a few minutes.
Not a case of piping in a big setting or baking practically a new machine every time.
The Honeycone occupies small floor space.

And Remember This:
The Honeycone is patented. We protect our customers in the use of our machine and its equipment. We will be glad to have our patent attorney examine machine patents you are using.

Write for Booklet Today

THE HONEYCONE MACHINE CO., Department E, Wilmington, Ohio
See our exhibit at the Madison Square Garden Show, November 4-8.

1912 MODEL

Automatic Ice Cream Cone Machine

Capacity, 1000 to 14,000 Hand Baked Cones per day.
These cones will stay perfectly dry during with practically no icing, but for eating.

THE TURNBULL MFG. COMPANY
WEST VINE ST., COLUMBUS, OHIO

ESTABLISHED 1890

THOMAS BURKHARD, INC.
406 & 410 Printing Ave., Brooklyn, New York

Makers of the Famous High Pressure Copper Jacket Kettle None Better

OUR SPECIALTIES ARE

Gum Mixers Nougat Mixers
Jap Mixers Marshmallow Mixers
Cream Melters Sugar Coating Pans
Chocolate Mixers
Candy Cookers and Coolers
Cream Dipping Pots, Vacuum Pans
Caramel Mixers, etc., etc.

ALL REPAIRS PROMPTLY ATTENDED TO

FIG. 1—IN THIS TRADE JOURNAL PAGE THE TOP AD IS IN MARKED CONTRAST TO THE ONES BELOW

**A FEW FACTS CONCERNING
NUCOA BUTTER**

NUCOA BUTTER is a highly refined and sterilized Cocoanut Butter.	For chocolate work, caramels, nougat and chewing candies of all kinds, NUCOA is unsurpassed.
Contains No Preservatives	NUCOA Candies are more healthful, more tasty and better looking than confections made with any other butter.
Used for thirty years by the leading confectioners in this country and Europe.	NUCOLINE is used with excellent results for Salting Peanuts and Almonds, for Slab Dressing, etc.
A trial will convince you of the merits of our goods Further Information and Samples	

The Nucoa Butter Co., 17 BATTERY PLACE, NEW YORK

FIG. 2—THE AVERAGE PRINTER'S IDEA OF A GOOD AD

the average reader would more quickly get the idea that this is another product.

The rules between the facts help more effectively to separate these points.

The copy for this ad is not of the best, but I have seen worse.

My experience has proven that a poor set-up will kill the best of

**A FEW FACTS
CONCERNING
NUCOA BUTTER**

NUCOA Butter is a highly refined and sterilized Cocoanut Butter.	CONTAINS NO PRESERVATIVES
Used for thirty years by the leading confectioners in this country and Europe.	For chocolate work, caramels, nougat and chewing candies of all kinds NUCOA is unsurpassed.
NUCOA Candies are more healthful, more tasty and better looking than confections made with any other butter.	
A trial will convince you of the merits of our goods	
FURTHER INFORMATION AND SAMPLES	

THE NUCOA BUTTER CO. 17 BATTERY PLACE, NEW YORK

FIG. 3—A REVISION OF FIG 2 SHOWING BETTER DISPLAY OF SELLING POINTS

When you ask your printer about a high grade stationery and he advises Old Hampshire Bond, he is suggesting the finest bond paper he knows about.

Old Hampshire Bond

Ask on your present letterhead for Old Hampshire Bond Book of Specimens.

HAMPSHIRE PAPER CO.
South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively



Sebastian 15 Inch Lathe

A really good lathe at a reasonable price. Don't pay two prices for a lathe, one for the lathe itself and the other for unnecessary features. The SEBASTIAN is just a lathe and embodies all the good points necessary to the make-up of a thoroughly first class tool.

Investigate the SEBASTIAN PERFECT QUALITY LATHE before placing your order elsewhere. Catalog

The Sebastian Lathe Co.
117-119 Culvert Street, Cincinnati, Ohio

FIG. 4—SMOOTH TYPE EFFECT AT THE EXPENSE OF SALES POWER

SEBASTIAN
15-INCH
LATHE

THE SEBASTIAN LATHE CO.
117-119 Culvert Street CINCINNATI, OHIO

FIG. 5—THIS REVISION OF FIG. 4 GIVES PROPER EMPHASIS TO THE NAME

copy, while a good arrangement will help materially whatever power there may be in poor copy. The Sebastian Lathe ad (Fig. 4) is another set-up by the average printer.

Notice how successfully the name of the lathe has been buried between the rule and the cut, while real useful white

space goes to waste under the cut.

In Fig. 3 I have tried to make the lathe cut more prominent and have put the name in the white space under this cut.

This gives more room for type, more margin between type and border, which makes a more attractive ad in every respect.

Notice that the cut in Fig. 5

Bosch Victories

Some motorists believe only in the severest kind of road tests. Be convinced, therefore, of Bosch superiority by the following partial list:

SANTA MONICA ROAD RACE
FIAT—BOSCH—OF COURSE

ELGIN TROPHY ROAD RACE
MERCEDES—BOSCH—OF COURSE

GRAND PRIX OF FRANCE
PEUGEOT—BOSCH—OF COURSE

LIGHT CAR GRAND PRIX
PEUGEOT—BOSCH—OF COURSE

Always Specify Bosch Magneto and Plugs.

Bosch Magneto Company
223-225 West 46th Street, New York
Detroit Chicago San Francisco Toronto

FIG. 6—SOMEWHAT CONFUSING

Bosch
Victories

Santa Monica Road Race
FIAT—BOSCH—OF COURSE

Elgin Trophy Road Race
MERCEDES—BOSCH—OF COURSE

Grand Prix of France
PEUGEOT—BOSCH—OF COURSE

Light Car Grand Prix
PEUGEOT—BOSCH—OF COURSE

Always Specify Bosch Magneto and Plugs

Bosch Magneto Company
223-225 West 46th Street, New York
Detroit Chicago San Francisco Toronto

FIG. 7—THIS WOULD DOMINATE THE PAGE

Known Advertising Values

In these days of keen competition for trade, the shrewd advertiser is careful to select those journals which offer the least amount of waste circulation for his purpose, and which have a known value as money makers for their advertising patrons.

Here is some concrete proof that **WALLACES' FARMER** is in this class.

HEADQUARTERS
FACTORIES AND OFFICES
AKRON, OHIO
CABLE ADDRESS DIURUCO

FRANCIS A. HARDY, President
ARTHUR H. MARKS, Vice-President
WILLIAM S. MILLER, Secretary
ANDREW H. NOAH, Treasurer

The Diamond Rubber Company

AKRON, O.

Feb. 20, 1912.

IN REPLYING KINDLY REFER TO THESE INITIALS J.A.B.-19

John P. Wallace,
Wallaces' Farmer,
Des Moines, Ia.

Dear Mr. Wallace:-

You are quite right in your belief that "Wallaces' Farmer" was on the very first list we made up and, I believe, to receive Diamond tire copy when we started advertising Diamond tires in the leading farm papers. The reason for this undoubtedly lies in the fact that the writer has been for many years a student of farm journals because of his own personal interest in stock and agriculture.

The high character of the editorial and advertising contents of "Wallaces' Farmer" must impress any observing reader. In fact, I would even say that in Iowa "Wallaces' Farmer" is practically an institution—not merely a publication. There are such papers, as you know, exerting a powerful influence in different fields and in the farm journal line I would say "Wallaces' Farmer" is right in the forefront of the very limited number that properly could be so called.

Yours very truly,
THE DIAMOND RUBBER CO.
By Jas. A. Braden.

Advertisers using **WALLACES' FARMER** are guaranteed a clean and legitimate circulation because it is the only Iowa agricultural journal which has built up its subscription list by requiring pay in advance for subscriptions and stopping when the time is out. Its readers are the representative farmers of Iowa and neighboring states—the class who are liberal buyers of reliable goods.

For years this publication has been known as the Standard Farm Paper of Iowa.

WALLACES' FARMER, Des Moines, Iowa

George W. Herbert, Inc.,
Western Representatives,
First Nat'l Bank Bldg.,
Chicago Ill.



Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row,
New York City.

Member of Standard Farm Paper Association.

is centered from side of legs to side of legs. The type is then set the same width as the legs of the lathe. The small parts on the right end of the lathe are properly in the margin.

The Bosch ad (Fig. 6) is a bit confusing. Too many rules and a very ordinary square set-up. I believe that, if the ad were set as shown in Fig. 7 and placed in the average trade paper, it would stand out like a lone tree on a hill.

By alternating caps and lower case for the name of the race with caps for the magnet-used line, we get a contrast that makes both lines more prominent than all caps for both.

By placing these name-of-race lines all to one side and other lines all to the other side, we also get more strength.

As everything is usually set square in trade papers it is well to strive for something that will break into the magazine.

This will make your ad different and therefore more effective.

◆◆◆

CARNEGIE STEEL COMPANY'S TRAINING SCHOOL FOR SALESMEN

◆◆◆

J. M. Camp, of the general sales department of the Carnegie Steel Company, described the recently established training school for salesmen, at the October 25 meeting of the American Iron and Steel Co., held at Pittsburgh, Pa. This school, the speaker said, had been established because the company felt that it was not getting the greatest possible efficiency out of its men, and also that it was not fair to the men, when they asked for training, to permit them simply to wander about the plants and pick up what information they might.

The course as established lasts five or six weeks, and goes thoroughly into every phase of the company's work. Each student is given a thorough grounding in all products with which he is likely to be concerned. The method of preserving the results

in permanent form is thus described by Mr. Camp:

At every step the students are expected to take notes, and upon completion of the study of the particular plant or process to assemble in the evening and discuss the subject. Here ideas are exchanged, disagreeing viewpoints are argued and settled. And finally when the heat of discussion has cooled, the students write up collectively one description of the subject. This, upon presentation to the writer, is gone over carefully with the students, and if satisfactory, covering the salient features and indicating that the proper thought and time have been given it, it is approved and typewritten. Copies are given to each of them for insertion in their binders. If the description is not satisfactory, something that rarely happens twice to a class, it is returned to them to be done over. At the end of the course, by this procedure, each member of the class carries away with him about 200 pages of very valuable and highly prized notes, maps and tables.

Last but not least in importance is the test to determine how much of these notes that may be carried under the arm are also lodged in the head, where they can be of most service. There follows the examination period, especially dreaded with the examination days of our school or university life. It is a written examination consuming about five days, with a few days preceding devoted to review, and may include any subject in the course. It is essential that there should be an examination. Aside from the question it answers, "Are our efforts bearing good fruit?" the examination has proved a potent, and in one or two instances a necessary, stimulus to endeavor, keeping the men on their mettle throughout the course. The relative standing of each man as developed by the examination is given to him and him only, and this result he is expected to transmit to his chief. Any further diffusion of his standing rests with these two. Naturally it is the aim of the next man from the same office to break this record and the result is a continuous incentive to labor.

In this the latest move for "increased business efficiency" the results, so far as can be seen from our first efforts, are extremely gratifying both to the students and to the officials of the company. Twenty-five salesmen have completed the course and returned to their stations with a new and broader understanding of their duties. At the beginning of the work the men selected for the class took up their duties with seeming, and in several instances pronounced, reluctance, as if it were a disagreeable medicine that had to be taken. Now it is a privilege eagerly sought for, and we have a fast-growing waiting list for future classes.

◆◆◆

The Frank A. Munsey Company announces the appointment of E. C. Conlin as Eastern advertising manager of *Munsey's Magazine* and the *Railroad Men's Magazine*.

Important Closing Date Life's Christmas Annual

All copy reaching LIFE'S New York office Monday morning, November 18th, can be inserted in LIFE'S Christmas Annual.

Sells at 25c. per copy.

Circulation 200,000 in place of 180,000 the regular edition. At least an average of ten readers per copy. A number giving exceptional value without extra advertising cost. From every standpoint the supreme effort of the year.

On sale from coast to coast December 3rd.

Geo. B. Richardson, Adv. Mgr., 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1203, Chicago

SIX IMPORTANT FACTS NEWSPAPER

FACT NO. 1: The New York Evening Journal during October, 1912, gained more display advertising than all the other New York evening newspapers combined—

789½ Columns Gain

FACT NO. 2: The Evening Journal printed more display advertising during October, 1912, than any other New York newspaper—
2860 columns or 800,800
agate lines.

FACT NO. 3: During the first 10 months of 1912 the Evening Journal printed **20,610** columns of display advertising or **5,770,800** agate lines.

FACT NO. 4: During the first 10 months of 1912 the Evening Journal gained over corresponding period in 1911, **3513½** columns or **983,780** agate lines.

FACT NO. 5: The Evening Journal during the first 10 months of 1912 printed more dry goods advertising than any other New York newspaper.

FACT NO. 6: The Evening Journal prints and sells more copies than any other newspaper in the United States.

ABOUT THE NEW YORK SITUATION

Seven Years' Continuous Gains

Record of Display Advertising Printed in the
New York Evening Journal Since 1905

1905—14,116	columns	
1906—15,527	cols.	Gain of 1,411 cols.
1907—16,250½	cols.	Gain of 723½ cols.
1908—16,982½	cols.	Gain of 732 cols.
1909—17,707½	cols.	Gain of 724½ cols.
1910—19,706	cols.	Gain of 1,998½ cols.
1911—20,674	cols.	Gain of 968 cols.
1912—(First 10 months)	Gain	<u>3,513½ cols.</u>
Total Gain of		<u>10,071½ cols.</u>

These figures represent paid display advertising only. The Evening Journal does not publish special editions, nor does the Evening Journal print free reading notices of any description for the purpose of securing advertising.

HOW ENGLISH PUBLISHERS DISCIPLINE MAIL-ORDER ADVERTISERS

SOME OF THE LONDON DAILIES HAVE ESPECIALLY STRINGENT CONTRACTS WITH ADVERTISERS TO PROTECT THE BUYER BY MAIL—IMPROVEMENT IN CHARACTER OF ENGLISH MAIL-ORDER BUSINESS

By *Thomas Russell.*

CLUN HOUSE, LONDON, ENGLAND.

Mail-order business does not reach the same dimensions in England as in the United States. We have not the same number of big houses devoting themselves entirely to mail-order trade. We have, for instance, nothing like the National Cloak and Suit Company. There are not the same advantages for mail-order trade over here. Practically everybody is within reach of a shop, and there are not the same enormous distances to cover.

The London department stores all run a mail-order department, but this is only done in order to get all the value they can out of the national circulation of a London daily—because a London daily of the first order of circulation has national distribution. The *Daily Mail* publishes several editions, getting off to various points in the country matrices of the principal pages, including advertisement pages which are made up into a complete paper at each center with special local pages for the district, containing local news and local advertisements. The same with the *Daily News*, which has a Manchester edition, rivaling in circulation any of the Manchester papers.

As the London department store advertising goes into all these editions, a mail-order department is a natural result. But this mail-order department is only subsidiary to the counter trade. There are a few exclusive mail-order houses, chiefly in provincial towns, but they only do a popular grade of trade. John Noble of Manchester sells in this way women's costumes and dress goods. Graves

of Sheffield sells gramophones, cutlery, plate and a large variety of popular articles, including clothing. He had at one time an enormous trade, but I do not see him using such extensive advertising as he used at one time. Catesby of London has a shop, but I think his business is mainly mail-order.

BIG HOUSES RUN STRAIGHT

The mail-order business in this country suffers from a bad reputation given to it in early days by a host of small semi-honest concerns. The people who are big in this way of business are big because they have always delivered the goods in good shape and kept faith with their advertisements. All the trouble comes from a host of little fellows who are accused, not without some reason, of deceptive announcements. One concern I remember used to advertise an organ for fifty cents or thereabouts. It turned out to be a mouth-organ.

There have been some pretty bad incidents of mail-order trading in faked jewelry, chiefly on the "I give you a watch for nothing if you buy the chain" line. A man from the safe seclusion of Paris used to offer to make photographic enlargements free of all charge, and when he got the photographs used to demand money for a frame. This ingenious merchant certainly had nerve. He used to publish enthusiastic testimonials about himself, credited to leading papers. They were splendid testimonials, well calculated to inspire confidence. The only thing the matter with them was that they had never appeared in the papers to which he had attributed them. The papers used to lash themselves into furies of denunciation about him, but this did not in the least disturb his peace. He went on quietly publishing the testimonials just the same—not in other papers, but in his printed matter.

Taken in the aggregate, there is a good deal of dishonest mail-order trade being done, though no considerable concern does mail-order trade except honestly.



As the New Orleans Newspapers told it to Uncle Sam

Congress recently passed a law compelling newspapers all over the country to file with the postmaster, and then publish in their own columns, a statement of their "ownership, management, circulation, etc."

As regards circulation, the law requires that figures be furnished showing the "average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to PAID subscribers during the SIX MONTHS preceding the date of this statement."

Within the past two weeks all four of the local newspapers complied with this law. Here is the result:

The Picayune SWORE that its DAILY circulation averaged 19,882.

The Times-Democrat SWORE that its DAILY AND SUNDAY average was 22,400.

The Daily States SWORE that its DAILY AND SUNDAY average was 29,257.

The New Orleans Item SWORE that its DAILY AND SUNDAY average was 44,752.

It will be seen, therefore, that the daily and Sunday circulation of the Item is greater than the combined average circulation of its two morning contemporaries and more than 50 per cent greater than that of its evening contemporary.

The NEW ORLEANS ITEM has always fought for open circulation books and believes that present-day facts and not ancient history, friendships and the like, should be made the basis of publicity purchases.

Thus Uncle Sam has brought out conclusive evidence that the ITEM is the New Orleans newspaper with the punch, the push and the circulation.

Now, Mr. Advertiser, it's up to you.

At your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

The little dishonest men of course hurt the trade of the big honest ones. They also hurt the trade of papers that run mail-order advertising. One of these papers, belonging to the Harmsworth organization, has just taken a notable step.

James J. Hart, of the *Weekly Dispatch*, a London Sunday paper with a circulation of between 550,000 and 650,000, sends me a circular which has been delivered to all mail-order advertisers. It runs as follows:

The advertisement columns of the *Weekly Dispatch* contain the announcements of many firms who make a specialty of selling articles of general utility through the post, and every effort will be made to ensure that only firms doing a perfectly bona fide business shall enjoy the hospitality of the paper.

Advertisers so offering goods through the post, or on post orders, will be required to make an arrangement with the advertisement manager, whereby the goods mentioned in their advertisements are produced for inspection whenever required, in order to demonstrate that they are fair value for the price at which they are offered for sale.

Advertisers will also be required to undertake that, in the unlikely event of goods not meeting with the approval of the purchaser, the amount paid for them will be refunded, provided the goods are returned, carriage paid, within three days, in the same condition as that in which they were sent out. This undertaking will not apply to piece goods, such as dress materials, if the goods are in accordance with the pattern from which they were ordered.

It should be mentioned that this policy will only be adopted in the case of firms selling articles of general utility. It is not possible to bring within the scope of these operations, perishable goods such as eatables, plants, etc., nor patent foods, toilet preparations, medicines, remedial treatments, surgical instruments, etc., etc. Naturally in the case of foods and medicines the formulas are valuable trade assets, and are not divulged.

Special prominence will be given to this new departure in the editorial columns of the *Weekly Dispatch*.

The form which mail-order advertisers are required to sign is as follows:

In consideration of your allotting to us space in your advertising columns, we are willing at any time, during business hours, to allow an accredited representative of the *Weekly Dispatch* to inspect the goods sent out to customers who buy from us through the post, or on post orders, and we will give him every facility in order that he may satisfy himself as to the bona fides of the business we conduct and the value of the articles sold.

In the event of any reader of the

Weekly Dispatch being dissatisfied with goods bought from us as the result of an advertisement appearing in the *Weekly Dispatch*, we guarantee to refund the money paid, provided that the article is returned, carriage paid, within three days, in the same condition as that in which it was sent out. This will not apply to piece goods, such as dress materials, if the goods supplied are in accordance with the pattern from which they were ordered.

We are willing that an announcement of this arrangement shall be published in the columns of the *Weekly Dispatch*.

Signature
Name of Firm
Address
Date

This step will undoubtedly be followed and copied by other publications taking mail-order business. You must understand that this country naturally does not possess a special class of mail-order media. There is no field for them, on account of the geographical conditions. The mail-order advertising naturally associates itself with a limited, but varied class of media. The Sunday paper of large circulation is usually a good mail-order medium. Probably for the reason that our daily papers do not publish on Sunday, there are special papers published for Sunday only, and they have national circulation, running off various editions from time to time, starting Friday night for the farthest points, and being brought nearer and nearer up-to-date as the points to be reached come nearer the publishing office. They are, in fact, edited and published over a period of about 36 hours very much in the same way as an evening paper is edited and published over a period of about 6 hours. Some of them run to enormous circulations, and I am sorry to say that the papers with the very largest circulation are not always those of the best character. The late W. T. Stead made a furious attack by name on one particular Sunday paper for its unclean news columns; but the paper went straight ahead and has a circulation well over a million and a half.

Mortimer W. France, formerly with Lord & Thomas, has become advertising manager of the *New West Magazine* of Reno, Nevada. Mr. France was at one time with the *Inland Herald* of Spokane, Wash.



LOOK FOR THE "EAGLE A" WATER-MARK
IT'S A GOOD HABIT



**29 Mills—Each Specializing in
Specific Grades of Writing Paper
Means Full Paper Value To You**

¶ The value of specialization applies in a no more important sense to an individual than to a manufacturing plant.

¶ The direction of every natural ability in one specific line presages better results than does a less concentrated effort.

¶ This truth is a contributing factor to the fine qualities of

"EAGLE A" WRITING PAPERS

¶ While the line comprises 34 distinct grades, colors and finishes, no one of our 29 mills produces them all—each specializes with the result that the best possible quality in a particular grade is produced.

¶ No matter how little you know about paper-quality, you can rest assured that you are getting the best at the price you pay—if you permit yourself to be guided by the water-mark of the "Eagle A."

Ask your Printer or Lithographer to show you samples of

"EAGLE A" WRITING PAPERS

Or, write us and we will send you a Portfolio containing Printed Business Forms on six of our products. Write today.

To make your letters most impressive and convincing use

COUPON BOND

The De Luxe Business Paper
The Peer of the "Eagle A" Water-Marked Line.
May we send you samples of this paper?

In writing please mention which of these Sample Sets you prefer.

INDENTURE BOND—GOVERNMENT BOND—PERSIAN BOND—ROMAN BOND—STANDARD BOND

AGAWAM BOND—BANKERS BOND—CONTRACT BOND—COUPON BOND—JAPAN BOND

AMERICAN WRITING PAPER COMPANY
31 Main Street, Holyoke, Massachusetts
Twenty Nine Mills

OLD HEMPSTEAD BOND



SECURITY TRUST BOND

Nebraska Leads in Farm Wealth

Surprising Figures Taken From U. S. Census Report

When compared with other states, Nebraska's farm wealth assumes astonishing proportions.

In per capita wealth of the people who reside on farms, Nebraska is second in rank. It is fourth in rank in the total value of farm property.

The per capita wealth of the people on farms in the United States (including residents of towns under 2,500) is \$830, while for Nebraska it is \$2360.

As compared with other Corn Belt States, Nebraska farmers have twice as much per capita wealth as the farmers of Kansas, \$1455 more than Ohio, \$554 more than Illinois, \$1198 more than Indiana, and \$1083 more than Missouri.

Nebraska has 628,408 people on her farms (not including people in small towns) and their actual per capita farm wealth is \$3600, or \$18,000 per family of five persons. This is \$11,410 per family more than the average family wealth of United States.

THE NEBRASKA FARMER, "Nebraska's Real Farm Paper," published for more than fifty years in the interests of Nebraska farming, reaches over one-third of all the farmers in Nebraska. We guarantee to you that this is the best one-third.

In spite of the fact that THE NEBRASKA FARMER has always carried more advertising,—both local and foreign,—than any other farm publication in this territory, it made a GAIN OF 125 PER CENT in commercial advertising for the month of October.

This office is the headquarters for information about Nebraska. Ask us.

W. O. GUNDLACH
Advertising Manager.

S. R. McKelvie
Publisher

THE NEBRASKA FARMER, Lincoln

"Nebraska's Real Farm Paper"

Established 1859

MEMBER

N. Y. Office, Fifth Ave. Building
S. E. LEITH, Manager



Chicago Office, Steger Bldg.
D. C. KREIDLER, Manager

Minneapolis Office, Globe Bldg.
ROY R. RING, Manager.

St. Louis Office, Globe-Democrat
Building
C. A. COUR, Manager

MAKING THE MERCHANT WANT YOUR WINDOW DISPLAY

THE STORY OF ONE PROFITABLE WINDOW CAMPAIGN AMONG DRYGOODS DEALERS—GIVING THE DISPLAY TO MERCHANT WITH NO STRINGS ATTACHED—HOW TO ADOPT THE DISPLAY TO CLASS OF TRADE DESIRED—DETAILED DESCRIPTION OF BUILDING AND INSTALLING ONE DISPLAY SERIES

By *M. P. Staulcup*,
Mgr. Window Display Advertising, Bur-
son Knitting Co., Rockford, Ill.

In this article I shall endeavor to tell how a successful advertising campaign has been carried on in Chicago and nearby towns among the dry goods and department stores advertising Burson hose.

In our window display advertising the merchant is not only given the use of the window display, but is given the service of installing it for a certain time, and then the service of having the display removed when the time has elapsed. In this way the merchant's window is given individual treatment. The stock of hosiery used in making these displays is furnished by the Burson Company, making it unnecessary

for the dealer to break into his stocks to furnish material for the window. In this way he suffers no loss from the stock becoming faded or dirty.

Burson Fashioned Hose is sold through jobbers only, and is not confined to a certain number of stores in a locality, but can be sold by dry goods, department and women's furnishing goods stores anywhere. In Chicago there are three hundred stores selling them. A campaign of this kind, therefore, is co-operation with the wholesaler, and is a good talking point for the wholesaler's salesmen, and it has been taken advantage of to a great extent not only in selling to old customers but in opening new accounts.

A campaign of this kind, to be thoroughly successful, must consist of a plan that can be presented to the merchant *without any strings* to it. Any plan to induce a merchant to order a certain amount of stock in order to get the use of the display usually acts as a boomerang, as in many cases the amount he is required to buy will overstock him if the season happens to a particularly dull one. Then he will become dissatisfied and will be careful in his reorders, buying less than what he ordinarily would, for fear of being overstocked again.



DISPLAY INSTALLED FOR CHICAGO DEPARTMENT STORE

ANY MERCHANT MAY HAVE DISPLAY

Our plan is this: Any merchant desiring a display for his store, regardless of how large his stock is, can have it. If his stock is small and he is willing to give up one of his windows for ten days or two weeks for a Burson display, it stands to reason that he

the display is taken out. There are lots of cases where, when the display was installed, the stock of Burson would amount to about six dozen. After a lapse of eight months or a year, I have found on visiting the dealer, that the stock has become three or four times as large.



MAKING EFFECTIVE USE OF LITHOGRAPHIC CARDS IN A DISPLAY

is willing to buy whatever amount of stock is necessary to supply any demand that the display will create. In many cases the merchant, after the window display proposition is put to him, will see to it that his hosiery stock is large enough to back up a window display, and there are any number of cases where, to my personal knowledge, the merchants have bought forty or fifty dozen pairs on the strength of the display. In every case of this kind he had done so because he has seen that it is to his advantage to do so, and not because he has been asked to do so by us.

As Burson Hose is a staple article, sold at the regular prices, 25, 35 and 50 cents per pair (not being sold at a reduced price, except in some few extreme cases), the increase in business for the merchant, on account of the display, is slow and steady, and does not come by leaps and bounds for a short time, only to die out when

The conditions of the windows of the average dry goods store in any large city—outside of the big stores—are much poorer than any other class of stores. Usually the merchant trims his own windows or some clerk in the store does it, or he will have a window trimmer come in for a day or two each week. The floor of the window he will cover with crepe paper or some cheap material such as cambric and he figures that his background does not require much attention because the class of merchandise he carries and displays, such as yard goods, muslin underwear, etc., will hide the background anyhow and most of the floor as well.

In view of these conditions it was necessary in planning a series of hosiery displays to get something that would be complete from floor to ceiling. The display had to be adjustable to the sizes of the many windows in which they were to be used, and

The Chicago Daily News breaks its own records

as shown by

The October Election Returns

Last month the Advertisers of Chicago and the country at large elected to place a record volume of advertising in THE DAILY NEWS—

Display	1785.51 columns
Classified	1327.12 columns
Total	3112.63 columns
Twenty-seven publication days averaging	115.28 columns

These figures mean:

1. A larger volume of classified advertising than in any month in the history of the paper.
2. A larger combined volume of display and classified advertising than in any former October in the history of the paper.
3. A larger combined volume of display and classified advertising than in any month in the history of the paper except March, 1910, which exceeded it by seventy columns. (March is normally a heavier advertising month than October.)

These figures further mean:
That Advertisers have The Daily News habit stronger than ever.

Advertisers will appreciate that it is hard for The Daily News to break its own advertising records when it is remembered that the size of the paper may not exceed twenty-eight pages, because of the physical impossibility of delivering 300,000 papers of a larger, two-part, size within the limited time of an afternoon newspaper delivery. The Daily News was compelled to omit advertising on many days in October for lack of space. These omissions varied from a few hundred lines to several pages on each of such days. When it is further remembered that this condition of space limitation within a twenty-eight page paper has obtained for many years during the more active fall and spring months, the difficulty of The Daily News breaking its own advertising records is apparent. October's figures are therefore the more significant.

also had to be portable so they could be taken from store to store and from town to town.

A series of six displays was gotten up about a year ago and has been in use constantly ever since. These displays were planned in the following manner:

A pair of seven foot, two fold screens made with wood frames, with composition board panels are used in each corner of the window against the back. The panels of the screens are painted with a representation of a conventional landscape, in soft shades to harmonize with the general color scheme. Connecting these screens there is a three-inch wood strip,

for hangings and are supported by a row of hooks in the fourteen foot wood strip.

As stated, in the alcove is posed a wax figure. These figures are specially made and are dressed in costumes such as a lady would wear in her dressing-room. They are posed so that the lower limbs are seen fitted with Burson Hose. This brings the decorative feature of the display to the center of the window, with the arrangement of hosiery on either side.

One of the important things that had to be taken into consideration in planning these displays was to make them self-supporting so that they could be installed in



THIS DISPLAY IS DISTRIBUTED FREE TO DEALERS WHO REQUEST IT

fourteen feet long, hinged in the middle making it only seven feet long when folded. Each end of this strip fits into a bracket at the back of the screens. In the center of the window there is an alcove, consisting of a cornice top supported by two ornamental pilasters resting on a base three inches high. This alcove is large enough in which to pose a wax figure. The wood strip connecting the screens is supported in the center by an upright strip which in turn supports the back of the alcove cornice. Silk velour curtains of the finest quality are used

windows of various sizes without fastening them in any way to the permanent background of the window. In many cases we get into windows that have mirror backs or fine hardwood backs and the merchant would object to having his windows marred. With the use of the two-fold screens these displays can be set up in the middle of the room.

These displays are varied by using different color schemes for each display, such as old blue hangings with ivory woodwork with the relief ornaments done in gold, green hangings with ma-

hogany woodwork and the relief decorations done in antique bronze, old rose hangings with old gold woodwork with the relief decorations done in burnished gold. Then the wax figures for each display are entirely different. The landscape decorations on the panels are done in colors to match the hangings.

A new display that has just been gotten up for this work is a reproduction of an illustration that has been used by the firm in its magazine advertising. It shows the laundry girl hanging up the clothes. In her hands is a pair of shapeless stockings. On the clothes line are hanging Burson Hose, showing that they have not lost their shape in the wash. This display is fitted with a scenic background showing a back yard; a lattice screen covered with artificial roses is used in each corner of the window, the screen supporting the painting at the back.

Displays of this kind, while they have to be "knocked down" and set up, have the advantage of being adjustable to any window from twelve to twenty-two feet. When one of them is set up in a window, it makes that window distinctively and exclusively a Burson display, not alone on account of the merchandise but on account of the entire setting, which is entirely different from any other of the store's windows.

The handling of the display of the stockings themselves depends largely on the class of trade to which the store caters. If the store is a high-class one, the display is made just as artistic as possible and unit trims are used, with grouped colors. If the store caters to the middle class or cheaper trade the display is made stocky with a lot of merchandise shown; however not so stocky as to spoil the effect of the display as a whole. It is easy to determine by a study of the store front and the neighborhood, the style of window trim that is needed to be most effective for the merchant.

A series of ten of these displays has been in use in Chicago

The Woman makes the Home

The women who read *The Woman's Home Companion* are home women; they are engaged in making successful homes. They look to *The Woman's Home Companion* for help, and get it.

and vicinity for the past year and six displays on the average have been installed at all times. This work has been handled by two men, who in that length of time, have installed about one hundred and twenty-five displays. In connection with the installing of the display the merchant is supplied with advertising matter such as notion envelopes for his wrapping counter, electros for his advertising (which we write for him, in many cases), and souvenir fans, which are an ad for his store as well as for Burson Hose. Then we have a series of attractive lantern slides which we supply him, with his name inserted, for moving picture shows. He pays for displaying the slides and we furnish them free.

In many cases we have installed these displays for a period of ten days or two weeks, and have even allowed them to stand for three weeks, at the request of the merchant. At the present time we have a waiting list, and requests for displays are coming in faster than we can take care of them.

Advertising of this kind is direct. It is an appeal from the merchant to the public, it places the merchandise before the prospective buyer at a time and place when she is most apt to buy. It not only shows the merchandise but shows the different qualities and colors. Being a high class display, it is an attraction for the *whole* store and the merchant feels pretty good when he sees a crowd in front of his store looking into his show window and making favorable remarks. This is publicity for *him*, which he is getting with no effort on his part, and at no actual expense, as he is using the window to display a line of merchandise he is selling and on which he is making a good margin of profit.

One of the difficulties that looked like a white elephant at the start was, that, if one merchant had a display, his competitor would not want it later. But experience has shown that that difficulty was only imaginary. Within five weeks three displays were installed in four stores on one

street within five blocks of each other. Only two merchants have refused the display, and both of these had a petty grievance that will adjust itself and sooner or later they will be glad to get a display for their store. Any of the merchants who have had a display are glad and willing to get another after a lapse of three or four months. We have an agreement with four of the large stores outside of big downtown stores, and with one of the big department stores downtown, to give them a display four times a year as long as this work continues.

Displays of this kind are only practical for the larger cities where there are enough stores to make it necessary to spend several months, for it is necessary to have an office headquarters where the displays can be stored, where plans can be laid, show cards made, etc. In view of this fact we have gotten up a lithographed window display for the merchants in the smaller towns and particularly for the smaller merchant who is his own window trimmer. This set consists of a complete window display which can be used in various ways and is packed in a corrugated cardboard carton and is sent to the dealers free, upon request.

Accompanying this set is an illustrated booklet showing the various ways the set can be used in making displays. Within the past two months about a thousand requests have been received from merchants all over the country. The writer believes this is the only effective way to distribute advertising matter of this kind. Advertise it in the trade-papers and get the merchant to send for it, then you have the assurance that he will use it.

It has been the policy of the Burson Knitting Company, to distribute advertising matter freely, depending on the merchant to buy whatever stock is necessary to supply the demand this advertising matter will create. This has been found to work out well for every one concerned, and the dealer does not feel that he is buying the advertising matter.

The Frank A. Munsey Co.
announces
An Important Change in Rates

MUNSEY'S MAGAZINE

\$400 a Page

\$1.786 per agate line

Minimum space accepted 7 agate lines

CIRCULATION GUARANTEED

To average monthly

400,000 Net

or

Pro-Rata Rebate Made

In effect with the January 1913 issue

Further information on request

THE FRANK A. MUNSEY COMPANY
175 Fifth Avenue - - - - New York

Commercial National Bank Building
CHICAGO

Old South Building
BOSTON

The Frank A. Munsey Co.
announces
An Important Change in Rates

**RAILROAD MAN'S
MAGAZINE**

Established 1906

**\$150
a page**

67 cents per agate line

Minimum space accepted 7 agate lines

CIRCULATION GUARANTEED

To average monthly

150,000 Net

or

Pro Rata Rebate Made

In effect with the January 1913 issue

New rate card sent upon request

THE FRANK A. MUNSEY COMPANY

175 Fifth Avenue

New York

Commercial National Bank Building
CHICAGO

Old South Building
BOSTON

BELIEVES A NATIONAL LAW CAN BE PASSED

J. R. Moorehead, of Lexington, Mo., who is secretary of the National Federation of Retail Merchants, is earnestly impressing upon the members of his organization the need of more thorough laws against fraudulent advertising. In response to a suggestion that, as a matter of expediency, it may be wiser at present to push for laws to be passed by the legislatures rather than by Congress, he says:

I believe that Congress will listen to anything that is brought before it if we will put numbers and votes behind it. This is proven by their action on parcels post last winter. Nothing but a flat rate proposition was being considered when we started in on this campaign against parcels post last December, but you know they passed no such law.

The fact of the business is that members of Congress were entirely ignorant of what a flat rate parcels post law would mean to this country until we went after them with hammer and tongs. The truth of the business is those gentlemen do not know anything more about business and matters of that kind than the average man who votes to send them there, but they are perfectly willing to be told, and whenever they know that the votes are behind any proposition they are ready to listen and be fairly reasonable.

Along some lines I have a pretty good opinion of them and I believe that if we introduced this honest advertising bill in the legislatures we can get one through Congress also. I understand that bills have already been introduced, and I should not be surprised to see a flood of them at the next Congress.

TO COMPETE WITH CORN PRODUCTS CO.

A new glucose enterprise with an authorized capital stock of \$1,950,000 to be known as the Federal Syrup Refining Company is now in process of formation. If the plans are carried out along the lines mapped out, the plant will be located at Kansas City. The promoters are principally Chicago men, although one or two bankers of Kansas City have expressed a willingness to support the project providing the plant is located there. The promoters claim that \$500,000 of the \$1,500,000 capital stock has been subscribed for. According to present plans, the company will have a capacity for grinding about 15,000 to 20,000 bushels of corn daily.

Associated with the concern are said to be D. R. Forgan, president of the National City Bank, of Chicago; John M. Roach, president of the Chicago Railways; W. W. Gurley, counsel for Chicago Railways & Elevated lines;

M. B. Ord, and his brother, who control the Fort Scott Sorghum Company, manufacturers of the celebrated brand of Farmer Jones Syrup; D. Mark Cummings; President Davis, of Rothschild & Co.; E. F. Sweeney, Herbert Nicholson, Douglas Smith and Messrs. Tyrrell and Schnur.

Harry Vories, of J. S. Bache & Co., attempted some time ago to bring about a merger of all the glucose companies outside of the Corn Products Refining Company, but without success. Mr. Vories' failure to get the different concerns to amalgamate was due to indifference of the bankers who were approached in regard to the matter. It was said that the plan did not appeal to them, because the statements covering the profits of the different concerns for a series of years, in their opinion, did not warrant the formation of a combination along the lines suggested.

RELENTLESS FATE

- 10 little Agents working "over time,"
One fell fast asleep, then there were
but nine.
- 9 little Agents agreed to cut the rate,
Quoin Club got after one, then there
were but eight.
- 8 little Agents coming out just even,
One account went to the bad, then
there were but seven.
- 7 little Agents feeling rather sick,
One became a book-agent, then there
were but six.
- 6 little Agents hardly kept alive,
Politics got flighty—then there were
but five.
- 5 little Agents gave service galore,
One neglected an account—then there
were but four.
- 4 little Agents got the "Local Bee,"
One worked day and night, soon there
were but three.
- 3 little Agents feeling mighty blue,
A note one took was protested, that
left only two.
- 2 little Agents, both were on the run,
A. N. P. A. said "Only Cash," of
course that left but one.
- 1 little Agent, glad to be alive, cut out
Advertising, got a job as Floor
Walker in a Department Store and
lived happily ever after.

GEO. K. CLARK.

TIBBITS PRESIDENT OF AKRON CLUB

Edward C. Tibbits, manager of the advertising department of the B. F. Goodrich Company, was elected president of the Akron Ad Craft Club at its initial meeting at the Chamber of Commerce rooms, Wednesday, October 30. C. B. Harold, of the Starr Drilling Company, was chosen vice-president; H. G. Scott, advertising manager of the A. Polksky Company, secretary, and J. F. Reddick, manager of the publicity department of the Goodyear Tire & Rubber Company, treasurer. The board of directors is composed of S. H. Austin, A. E. Williams, F. R. Broadhead, E. C. Tibbits, Carl Kendig, C. B. Harold, C. McTammam, F. S. McCarthy and A. S. McCombes.

NEGLECTED OPPORTUNITIES IN ADVERTISING

THE WEALTH OF CONVINCING ARGUMENT THAT AWAITS THE DIGGER FOR DATA ABOUT THE MOST COMMON PRODUCTS—HOW ADVERTISERS OF TOILET GOODS AND OF CRACKERS HAVE CAREFULLY AVOIDED USING SOME VITAL FACTS THAT COULD HAVE BEEN UNEARTHED

By Frederic D. Bell,

Of the Lederle Laboratories, New York.

There are many articles in everyday use the advertising possibilities of which have not yet been realized by their manufacturers or producers.

Coal is an article in which almost everybody is interested, and which is essential to the comfort and prosperity of all of us. Outside of trade journals, there is little advertising of coal. Such advertising as has appeared, has been more of the publicity type than of the "reason-why" type.

The value of coal is dependent upon its heat-giving qualities. In a general way, these are expressed in the amount of fixed carbon present, and the amount of volatile-combustible matter. The measure of the heat-giving qualities is expressed in heat units, as determined by the calorimeter. The examination is comparatively simple, and there are laboratories in every large city equipped to make these examinations. The variation in the heat-giving qualities of coal from different mines, or even from different parts of the same mine, is very great; yet until very recent times coal has been sold universally without regard to quality, but simply by quantity measurement.

No producer or dealer in coal has ever fully realized the possibilities of marketing his product on the basis of its heat value, and presenting his case to the consuming public in advertising copy that would explain the difference in the value of coal from different localities and the economy to be obtained by the consumer in buying heat units rather than tons.

Another article of commerce which is almost universally used is ink. The manufacture of writ-

ing fluids is largely controlled by three or four concerns. Not one of these advertises. There is a wide variation in the character of the materials used in the manufacture of ink, and a corresponding variation in the quality of the finished products. This variation can be expressed in a number of ways. Some consumers will be interested in the keeping qualities. That is, they will desire an ink that will not fade out, but will keep black for a long period of years. The records which they intend to write are of such value that they will be sought as references, possibly centuries hence. Not all the inks on the market could be used with safety for such purposes. Other consumers are interested in the non-corroding qualities of the ink. Many inks are so strong that the steel pens are very rapidly corroded, and, in a large business where there will be hundreds of people using pens, the constant renewal of pens due to this corrosion becomes a large item of expense. Other qualities to be desired in ink are the non-gumming and the proper flow from the pen. The manufacturer of ink who meets these various needs in his products, and who presents these facts to the consuming public in a bright and logical way, must surely arouse interest and stimulate trade.

The writer has in mind a manufacturer of spices whose product is perhaps the most carefully prepared of any manufactured in this country. Nowhere has he presented his story and the countless scientific facts that would interest spice consumers. Unusual care is taken by this manufacturer in the selection of his raw materials, all of which are carefully tested before manufacture. All of the ground spices are put through special machinery which secures an unusually uniform degree of fineness. No exhausted spices are ground, which, by the way, is a common practice with many manufacturers. All of these facts could be very interestingly set forth, to say nothing of the many arguments which could be introduced bearing directly on the

The Frank A. Munsey Co.
 announces
An Important Change in Rates

**THE ARGOSY
 COMBINATION**

All Fiction Publications

THE ARGOSY
 Established 1882

Guaranteed
 Circulation

THE ALL-STORY MAGAZINE
 Established 1905

605,000

THE CAVALIER (Weekly)
 Established 1908

Average
 Net or Rebate

A PAGE IN ALL THREE \$450
74 CENTS

Per Page Per Thousand

	Net Circulation	Page Rate	Line Rate
The Argosy	300,000	\$250	\$1.12
The All-Story Magazine	180,000	150	.67
The Cavalier (Weekly)	125,000	100	.45

Space less than pages pro rata

COMBINATION DISCOUNTS

For same space in same issue of any two 5%
 For same space in same issue of any three 10%

All Circulation Guaranteed Net or Rebate

Minimum space accepted 7 agate lines
 In effect with the January 1913 issues

New rate card sent upon request

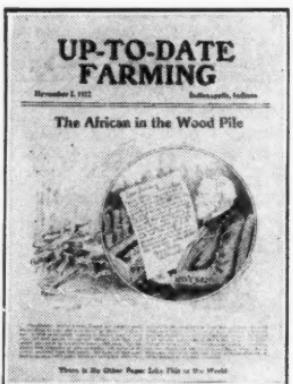
THE FRANK A. MUNSEY COMPANY

175 Fifth Avenue

New York

Commercial National Bank Building
 CHICAGO

Old South Building
 BOSTON



**The Farm Paper
That Pays Advertisers
Has a Reason for Living**

Temple Pump Co., of Chicago, has advertised in UP-TO-DATE FARMING for ten consecutive years.

Mr. Advertiser:

Would this advertiser continue to use the paper if it did not pay him? No! Then are not the chances as good that it will pay you?

UP-TO-DATE FARMING is the SIXTH of all farm papers in circulation. The THIRD of Semi-Monthlies in circulation. It has the lowest rate, compared to circulation, of any of the six. The quality of circulation is second to none. It is one of *very few* farm papers that voluntarily submits proof of circulation.

UP-TO-DATE FARMING
1st and 15th of Each Month

INDIANAPOLIS

New York Chicago
Hopkins Special Ageny. T. W. Farrell, Mgr.
150 Nassau St. 1206 Boyce Bldg.

To get acquainted with this paper,
send for sample copy

value of spices in a mixed dietary. Advertising of such products is almost wholly confined to the trade journals, and, like coal, is of the publicity type.

"TESTING SQUAD" FOR FOOD ADVERTISERS

A new food product has recently been advertised in a very extensive and very expensive campaign. It is advertised to take the place of two other food articles which have been in common use in every household for hundreds of years. Certain broad claims are made with regard to the relative digestibility of the new and the old products. These broad statements are not supported in the advertising copy with foundation facts from which the general conclusions could be drawn. Yet the possibilities of working out these facts, and telling the story in a convincing and absorbing way, are very great indeed. One of the most interesting experiments ever conducted by the Bureau of Chemistry in Washington was the feeding experiment with the so-called "poison squad." The manufacturer of this new food product could, by the employment of a similar squad, work out in a most interesting and instructive way the actual facts regarding the relative food values and digestibility of the two food products he hopes to replace with his own. Such an investigation, or research would, if carefully conducted, add much to the sum of human knowledge relating to nutrition, and would furnish facts for an almost endless quantity of compelling "reason-why" copy.

A dealer in dried fruits, whose campaign has been described in PRINTERS' INK, has made a great hit advertising dates put up in small, sealed packages, as distinguished from bulk goods. Even this extremely successful experience has not stimulated other dealers to similar campaigns, nor, which is even more astonishing, to follow the same general lines with reference to other dried fruits, such as prunes, apples, peaches, and the like. A mine of argument lies waiting here for

some adventurous prospector to tap. The value of fruit in a general dietary is well known. Physicians generally recommend it. But entirely aside from arguments on nutrition, digestibility, and similar facts, is the possibility of playing up the small, clean, sanitary, sealed package. Much of the bulk goods of this class is none too appetizing as it appears in the stores of the retailers. The opened box or other package from which small quantities are served to many customers over a longer or shorter period of time becomes a refuge for store dirt and dust and a feeding place for the deadly "typhoid" fly. And then how much easier for the retailer to handle is the small, sealed package. The possibilities in these general directions have been realized by food manufacturers in many lines, but there are many more producers selling a wide variety of food materials who have not reached an awakening.

Some form of crockery is universally used in serving food. Such advertising of table crockery as the writer remembers reading has been of the publicity type, excepting some reference to styles, shapes, or decoration. Yet, within recent years scientists have discovered that certain types of crockery—not vitrified china—which are subject to that fine cracking known in the trade as "crazing," will absorb food materials, harbor bacteria, become foul and ill-smelling and very possibly a menace to health. In the language of a famous advertiser "there's a reason" for vitrified china and it could be utilized for an interesting campaign. This should be based on the work of the competent scientists who have developed the facts, or on special researches on the particular wares to be advertised in comparison with the non-vitreous type of china.

FACTS INSTEAD OF "MUSH" FOR TOILET GOODS

Some very extensive campaigns have been and are being waged for various forms of face cream. Many extremely extravagant



Attracting Attention

is an art and the Strathmore people say this art is an inherent quality of their papers. They offer their new Sample Books as proof. The new Strathmore Quality Sample Books contain over a thousand different items of

STRATHMORE QUALITY

Bonds, Writings, Books, Covers and Announcement Papers and Boards. They contain wonderful specimens of modern printing and sums of prize commercial designs to illustrate the attractiveness of these famous papers. Will Bradley did his best in designing the covers and title pages. Naturally, these Sample Books are rich in ideas and suggestions and inspire better and more productive printed matter. They have been divided into four groups. Write for the group or groups which interest you, today. Please use your business letter-head.

The "Strathmore Quality" Groups

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, bill-heads, statements, checks.

Group No. 2. Deckel Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces.

Group No. 3. Cover Papers and Bristols. The finest collection of Cover Papers and Bristols made. For catalog covers, fold-ers, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement.

Strathmore Paper Company

Mittineague, Mass. U. S. A.

claims are made for these products from the unwarranted and unscientific claim of "feeding and nourishing the skin" all the way through the gamut of personal beautifiers down to the "foundation for powder and paint." One large advertising agent calls this style of copy "mush," and yet claims it is the only kind that effectively sells this class of goods. This is a sorry commentary on the intelligence of our womankind. However, that is by the way. The point I wish to make is that no one has scientifically worked out the exact effect on the skin of these preparations and whether or not the materials used are those best suited to bring about the results sought. There is a wonderful opportunity for the manufacturer with nerve and sufficient means to conduct a real, scientific investigation, or, as PRINTERS' INK says, "dig deep" for the hidden facts about the skin and the action upon it of various therapeutic and emollient agents. With what compelling force a copy-writer could frame his arguments backed by the results of such a research!

Psychologists have worked out some interesting laws with reference to the working of the mind. One of these is the law of suggestion. Perhaps that is not the way they express it. What the writer means is the principle under which the mention of anything immediately suggests another. Some things have been so intimately associated in our everyday world that we surely think of the one if the other is mentioned. If bread is mentioned we naturally think of butter; if peaches, we think of cream. So if crackers are mentioned we naturally think of milk or of cheese. These two combinations—that is, crackers and milk and crackers and cheese—are so common that we do not stop to think about the reasons for the combination other than, perhaps, that we think they taste well together. And yet, whether or not the chef or the housewife or whosoever first suggested the combinations had it in mind, there is an excellent scientific basis for both. All cereals,

including flour, are rich in carbohydrates and low in fats and proteins. They, therefore, alone do not make a well-balanced ration. But when milk is added or when cheese is eaten in combination the missing fat and protein material is supplied.

Some of the biggest advertising campaigns now being conducted are cracker "boosters." A diet of crackers alone would be essentially wrong, but would not an argument for crackers and milk, and crackers and cheese, based on the fact that the two together in proper proportions give all the essentials for a well-balanced ration, have a strong appeal? Take these facts, together with the ready digestibility of crackers and of pure milk and wholesome cheese and the many other excellent claims already put forth for sealed package goods, and some strong, persuasive copy could be produced. Many of us would be much better physically if we confined our luncheons to such simple and yet wholesome and body-building diet.

Instances like these could be multiplied. As PRINTERS' INK has repeatedly said, "digging deep" will develop facts. Almost every advertisable product has some of these hidden truths which can be unearthed by careful research. When found, they give a sure foundation for efficient campaigns. Without these truths advertising will always be subject to the criticism which much of it is today, that it contains unwarranted, unscientific, and, in most cases perhaps, unintentionally misleading statements.

FUNDS NEEDED TO START PARCELS POST SERVICE

It is expected that Congress will be called on about the first of the year to make a large emergency appropriation for starting the parcels post service. The \$750,000 already given by Congress has been used up in arranging the preliminaries.

Drays and trucks must be purchased for delivering parcels in the cities; pay to railroads for handling additional mail will be increased; facilities will have to be strengthened generally, it is said, in hundreds of places in order to forestall congestion.

Los Angeles Newspapers

Reports to U. S. Government

Under the Newspaper Law

Los Angeles Examiner	68,111
Los Angeles Times	58,631
Los Angeles Herald	56,954
Los Angeles Tribune	55,518
Los Angeles Express	46,476
Los Angeles Record	46,302

Note: That the **Los Angeles Examiner** leads its contemporaries by from 10,000 to 22,000.

—And Remember: That the **Examiner** and the Second Newspaper sell at 5c per copy or 75c per month, while the other four Newspapers sell at a penny.

85% of the Examiner's circulation
is Home Delivery.

In these facts lie the reason why the

Los Angeles Examiner

Is the Greatest Advertising Medium
of the Southwest.

M. D. HUNTON
220 Fifth Ave.
New York

W. H. WILSON
Hearst Building
Chicago

When Change M

it would be folly to remain bound to the past. A
it is the adapting of oneself to **better conditions**. T
anything else has led Current Literature to make
at first sight seem to transform the entire ma

Current Li

BECOMES

Current C

and changes from the so-called "sta
seven inches wide by te

Every year—almost every month—sees improvement in mechanical facilities for magazine printing. Not to take advantage of these improvements would be absurd; it would be making a "sacred cow" of precedent when all reason for observing the precedent had gone.

The **large size page** enables us to use all the splendid new effects that have been designed to please the public. With the old size page these effects lost all their beauty. **Every advertiser realizes the advantage this will be in allowing**

A dummy showing new "make up" w

420 LINE PAGE

55c—LINE FLA

New York
134 W. 29th Street
CHAS. E. COMBS

Current Literature
NEW YORK

Change Means Progress —

the past. And change **does** mean progress when conditions. The recognition of this fact more than ever to make **two radical changes**—changes which change the entire magazine. With the January number

Literature

BECOMES

Art Opinion

called "standard" size to a type-page
wide by ten inches deep

him to show a really fine illustration in his advertisement.

The change of name has been made in order to appeal to a larger audience. The new name will describe the contents of the magazine more accurately than did the old. Yet the **kind** of literature published will in no way be changed. There has been no change in ownership of the magazine and the editorial management remains the same. Can you afford to neglect this opportunity of presenting your message in the best style?

"make up" will be sent upon request

LINE FLAT

PAGE RATE \$231.00

ture Publishing Co.
NEW YORK

Chicago
Fisher Building
J. H. CATTELL

Bound in gray boards and printed from Caslon type—The Glen Buck Book Number Six is ready for distribution to advertisers who are hoping for better methods and reaching for better results. The book doesn't deal entirely with the talk of the shop. It goes free by request to The Glen Buck Company, First National Bank Building, Chicago, Ill.



METHODS OF AGENCY SOLICITATION

SOME REMARKS BASED ON AN INTERESTING EXPERIENCE — HOW SEVERAL AGENCIES ACTED UPON A "LEAD" FOR A NEW ACCOUNT—TWO WITHDREW AFTER ONLY A PERFUNCTORY SOLICITATION—EFFECT OF ALL THIS ON OLD AGENCY

By L. R. A.

The following remarks are based on an experience which is fairly common to advertising men. The advertising agency field is a more or less fluctuating one,—accounts change hands frequently, and factors of friendship, personal influence, accidents of circumstance, etc., play a very important part in the handling of some accounts. This is not to say, of course, that a great many national accounts have not become fixtures in the hands of certain agents, who have carried on the battle for years from the original headquarters of their first campaign.

The writer left the copy staff of a well-known advertising agency to take charge of the advertising of a firm manufacturing steel windows—a product of special importance to builders of factories, warehouses, power plants, railway stations, department stores, apartments, libraries, and in fact every possible class of industrial construction.

He did not know a soul in this manufacturing institution. He did not know what agency was handling their accounts. In fact, he felt a good deal as anyone would feel upon assuming duties in an absolutely new environment.

The first thing he did was to get the "lay of the land." He found that this concern was both young and growing; also, that at the beginning of that present year there had been a tremendous upheaval in the departmental organization of the company, as most of the heads of departments from the general manager down had "vamoosed," to form a similar company in another locality.

The advertising had been in the

hands of the secretary of the company; a splendid man in every way, but a man who had no direct personal interest in the subject of advertising, no previous training in its conduct, and no desire to assume its responsibility in connection with the other work falling more particularly to his office. There was no advertising department and no systematic attempt of any kind had been made to place the subject of publicity on an equal footing with selling, in the management of the company's business.

At the time of leaving the agency where he had been writing copy, the writer decided that if he could help to swing the account over to his former employers, he would be glad to see the idea carried out. Accordingly, he gave his colleagues at the agency a tip to the effect that they ought to prepare a preliminary "brief," and make active solicitation effort toward the end of drawing this account into their own lines. In his interviews with various solicitors of general publications and the trade press, who visited his doors from time to time, the advertising man dropped a hint here and there to the effect that he would like to see this particular account handled by the agency from which he had just transferred himself.

Any of my readers who have lived in a small town know that it is only necessary to whisper in the ear of your next-door neighbor to have that whisper turned into universal dinner-table discussion the very next day in every home in the community. The average solicitor seems to be no exception to this rule. It was so in this particular case at least—one or two remarks in the course of casual conversation, and inside of ten days, five nationally-known advertising agencies were besieging the doors in an effort to land this account for 1913.

I wish I had the time and space to draw a character sketch of some of the solicitors who called upon us. Indeed, if I had the delineative powers of Hawthorne, who has drawn for us the "Old

Apple Dealer," I would attempt to strike off some of these solicitors with a few flourishes of my pen.

Now, be it understood that the advertising manager planted his guns with "malice aforethought." He had found, on taking bearings at this manufacturing plant, that there was not the faintest semblance of co-operation between advertiser and agent. For one thing, there couldn't be, because the advertiser had no department for that purpose and had placed this responsibility upon an official already burdened with his own affairs. The agency handling the account had presented plans and ideas from time to time, practically all of which had been turned down, because of inability on the advertiser's part to co-operate, and a general distrust by the manufacturers of anything resembling an advertising plan, the whole resulting in a generally chaotic condition. So the new advertising man thought that it was a good time to "start something" and his idea, that by giving a little tip to one or two solicitors something speedily *would* be started, proved correct.

Four new agencies and the agency formerly handling the account have been mixed up in the solicitation of this business for 1913. Of the five agencies so concerned only one has, in the truest sense of the word "solicited." This particular agency is, it is true, the branch office of one of the foremost national agencies in the country, and is situated in the same city as the manufacturing advertiser. Three different men called on the advertising manager and sales manager on several different occasions; they presented samples of their routine art work, and prepared a "brief" which, (considering the fact that it was only tentative in nature, and pretended to be nothing else) was a marvel of careful thinking and logical analysis along the lines of the most desirable avenues of sales and publicity.

In fact, the only influence which now keeps this manufacturer linked up with the agency

originally handling the account in previous years, is the fact that the sales manager was very personally connected with the local agency man most intimately in touch with the account, also the additional fact that when he found this man was leaving the employ of the old agency, he was on the verge of giving the business to the local agency, but was prevailed on to desist by the hurried visit of the chief solicitor of agency Number One, who put in a strong plea for "one more trial" and won out on the strength of his ardent appeal. The sales manager's conscience was so fearfully upright in this case, I think, that he really leaned backwards in his endeavor to give them a "show for their alley."

Of the other three agencies concerned, two have entirely withdrawn from the field, after giving the situation apparently only a cursory investigation. Of these latter two, one has in particular a very strong and modern-minded organization, on whose part the writer expected far more aggressive solicitation. A couple of calls from their Cleveland man evidently convinced him that there was "nothing doing." He unfortunately failed to see the "African in the fagots."

One other agency besides the local concern which really and still has the most chance of securing this business appears in the offing now and then.

Their solicitor is a man of overwhelming physical proportions, who has two or three times invaded us with a presence which made us feel like a canoe being approached by a Dreadnought. He has presented vague recommendations to the effect that we should secure a "big idea" and put it into our publicity. After a good deal of uncertainty, we have decided that the "big idea" to which he refers is along the line of extensive free publicity in the form of newspaper write-ups on our product, with a great deal of grandiose material purporting to be a description of our so-called "Crusade on Behalf of the Working Man." No doubt this is a big

826

THE LITERARY DIGEST

November 9, 1912

DEMOCRACY'S RETURN TO POWER

AFTER SIXTEEN YEARS of Republican control the reins of government pass into the hands of a Democratic President supported by an overwhelmingly Democratic House and a Senate probably Democratic. Yet at this moment triumph, when under the leadership of Woodrow Wilson

S
can
NeInstantaneous National Publicity

The illustration above is used to show a page heading from the November 9th "Digest." Copies of a 68-page paper, giving the result of the Election on Tuesday, were printed and ready for mailing on Wednesday morning, November 6th, the morning after.

The same up-to-the-minute news service is extended to our advertisers:

November	23rd	closes	November	15th
"	30th	"	"	22nd
December	7th	"	"	29th
"	14th	"	December	6th
"	21st	"	"	13th

There will be heavy Christmas buying, and nowhere it is said does the expenditure per family exceed that in the "Digest" home. With a circulation close to 300,000 per week (265,000 guaranteed) it is admitted that we have the most powerful class publication printed in these United States.

The Literary Digest

idea, but we are still "from Missouri." This solicitor represents an agency which is characteristic in its field, because of its endeavor to get away from old, stereotyped methods of advertising the commonplace. For example, it has taken a motor car account and, by playing up its chief engineer, made a marvelously clever and strong campaign for this particular car, although for some reason they are now beginning also to play up the some forty other engineers who had a hand in making this car; which would lead one to think that the chief engineer had undergone a bodily disintegration, into about forty different individuals—a clear example of what we might call "poetic license" on the part of the agency. This agency seeks, first of all, *romance* in connection with any account which it intends to exploit.

At this present moment, our account is being handled by the old agency, on the absolute understanding that we may switch to some other concern on a moment's notice. The motive back of this understanding is geographical, commercial and sentimental.

And one big point, which only one of these five advertising agencies comprehend (and only then because they were informed by the advertising manager himself), is the fact that this business could not be secured through the advertising manager. In other words, each solicitor, with one exception, was barking up one tree while the possum peacefully snored in the top of another. In this particular instance, the business could only be secured through the *sales manager*, because the advertising manager, being a new man, simply made his recommendations, which were carefully considered, and then left the actual decision to the one man who had been vitally interested in the past delinquencies and failures of the advertising campaign conducted by the old agency,—and that was the sales manager. Had it not been for the fact that the advertising manager gave the tip to his former colleagues in the local agen-

cy, no doubt all five of these agencies would have continued barking up the wrong tree until Doomsday.

Another point is, that only one of these agencies did anything beside "talk." The rest simply made statements in regard to their own facilities, service, ability, etc., without citing specific instances of success along lines which would be sufficiently parallel to our own to be convincing.

This little experience has been a good lesson to all of us. It has wakened up the old agency and put them on their mettle; it has taught us to put a higher valuation on *real solicitation*. It has given the local agency after the business something to whet their blades upon; and the denouement has been of the utmost interest to the author of the drama, the advertising manager.

THE LEAGUE'S NEW PLAN OF PROGRAMMES

The programme committee of the New York Ad Men's League has decided to give over four meetings of the eight during the season to a concentration upon the four main lines of trade—dry goods, hardware, drugs and groceries. The idea was to find the men who had made the most careful study of selling in these fields and get them to give some insight into these specific lines of trade.

It was also decided by the committee that the keynote of the material desired was not so much talk on advertising as on selling. Realizing that advertising is only an outcome of good selling methods, and that selling was the fundamental basis of it, this was agreed upon as vital.

The committee also arranged a unique plan for insuring that the vital things which members would like to know would be secured from the speakers. It was arranged to have what was humorously termed as the "Claque Committee," whose duty it was to frame up the questions which the League desired to have answered, and to see that the speakers answered them.

The October meeting was accordingly devoted to dry goods. The December meeting will be devoted to a study of selling conditions in the hardware field. Intermediate meetings will be held on the subject of "selling luxuries," "mail order advertising and selling," and other subjects.

Milton Bitters has resigned as promotion manager of the Philadelphia *Evening Telegraph* to accept a similar position with the *Washington Times*.

David D. Lee, of New York, has been appointed Eastern representative of *Holland's Magazine*.

¶ In the vital matter of the catalogue your competitor can't get ahead of you when you use

DEJONGE PURITAN

¶ The advertiser who uses DeJonge stock for his most important booklets and catalogues can be assured that his competitor cannot possibly use a better.

¶ The man responsible for his firm's printed matter should know and select the paper for every important job. Let us send you from time to time samples of the very best in the printing art on papers bearing this quality mark. Just a post card with your name does it.



LOUIS DEJONGE & CO.
NEW YORK CHICAGO

THE LEGAL PROTECTION OF ADVERTISING IDEAS

OUR PRESENT STATUTES AFFORD AMPLE PROTECTION, IF TAKEN ADVANTAGE OF—THE TEXT OF JUDICIAL DECISIONS BEARING ON THIS QUESTION—HOW ADVERTISERS SHOULD FILE THEIR ADVERTISEMENTS IN ORDER TO BE PROTECTED

By *Edward S. Rogers.*

II

It is clear from the cases cited in my first article in the issue of October 31 that there is no property in an idea as distinguished from the embodiment of it in some recognizable shape, and it is well that this is the law, otherwise no end of confusion would ensue. Ideas are too fugitive and intangible to be monopolized. Separated from their physical embodiment they cannot be identified. The possibilities of litigation and dispute would be endless, if ideas, after their escape from the mind of the originator and publication of them to the world, could be followed, recaptured, reclaimed and monopolized.

When, however, we come to the physical embodiment of an idea in a machine, a book, a picture, or an opera, we are on surer ground. The interesting questions involved in the discussion of the rights in unpublished matter need not be considered, because what we are interested in—advertisements—to be of any use to any one must be published. From the outline of the history of the law given at the beginning of this article it is clear that the only protection against concurring published works is statutory. Let us see, then, if the statute covers such things as advertisements and, if it does, what kind of advertisements.

The basis of all copyright law in this country is the provision contained in Article 1, Section 8, of the Constitution, which is:

Congress shall have power to promote the progress of science and useful arts by securing, for limited times, to authors and inventors the exclusive right to their respective writings and discoveries.

The first copyright act in the

United States, based upon this provision, was passed in 1790, and protected books, maps and charts, and prohibited copying. From time to time other statutes have been passed greatly enlarging the subject matter of copyright, and embracing many other things. The present act is that of March 4, 1909, and Section 4 of it provides:

That the works for which copyright may be secured under this act shall include all the writings of an author.

It was the purpose in phrasing this section in this way to follow as closely as possible the language of the organic law, the Constitution of the United States. It will be seen that the words here used are "author" and "writings." The word "writing," it has been held in many cases, and in several in the Supreme Court, is not limited to the actual script of the author, but includes his printed books and all forms of writing, printing, engraving, etching, etc., by which the ideas of his mind are given visible expression, and it has been held to include books, pictures, music, dramatic works, photographs, etchings, lithographs, maps, and the numberless other things that are included in this broad generalization. From a study of the cases an author may be said to be the creator of the particular work involved, bearing in mind always that the copyright covers not the subject matter, but the intellectual work upon that subject matter. Concretely no one has any property in clouds or the ocean, but the artist who paints a marine view, showing both, may justly claim a property in his work, that is, that picture.

All American copyright statutes, however, must be read with reference to the organic law, and, according to that organic law, the purpose of protecting authors is to "promote the progress of science and useful arts."

Therefore, in judging any given case three questions must be answered in the affirmative. Is the subject matter (1) a writing (2) of an author (3) which will promote the progress of science and

useful arts? This, in other words, means, is the subject matter a creation in the sense that it required, in its conception, intellectual effort, and has it value as a work of literature, art or music? If it has, it is proper subject-matter for copyright; if it has not, it is not.

In case of an advertisement the question of authorship could hardly arise, as it does arise in some cases. For example, in an early case involving the copyrightability of photographic portraits, the question was debated whether the author of the photograph was the man who pointed and operated the camera, or the man who posed as the subject, evoked a pleasing expression, arranged the drapery, light and shade so as to produce an attractive picture.

Conceding authorships, the thing that concerns us most in this discussion is the copyrightability of an advertisement. Substantially has it a value, independently of the information that it gives that certain traders are prepared to sell certain goods? The degree of merit required by the courts in copyright matters is not such as need deter any one from entering the pursuit of literature or art. Protection has been given to guide books, timetables, shipping lists, directories, court calendars, racing forms, legal blanks, and the like. Most of the articles, with the exception of backgammon boards made up to imitate books, which were characterized by Charles Lamb as "Things in books' clothing," have received judicial protection. In the realm of poetry the merit need be equally modest or, if possible, less. For example, that classic of twenty-five years ago, entitled "I Wonder If Dreams Come True," where the stanzas were improvised by the performer, and the only thing that was stable was the chorus, which was as follows:

Hi diddle diddle,
The cat and the fiddle,
The parrot and monkey, too,
Bells, they are ringing,
There's fighting and singing,
I wonder if dreams come true.

was held to be the proper subject-matter of copyright. The court, in defense of the position taken, cited a decision of the High Court of England, protecting a song, entitled: "Slap, Bang, Here We Are Again." The judge, before whom this case was tried, was one of the most dignified and learned occupants of the Federal Bench, and it strained the judicial decorum considerably to listen to the arguments and the subject-matter. The complainant contended that "I Wonder If Dreams Come True" was a good song and a funny song, and the defendant contended equally strenuously that it was neither a good song nor a funny song. The court, therefore, was placed in a position where he had to decide judicially what kind of a song is a good song and is a funny song.

He discharged the onerous duty thus thrust upon him by saying:

If judicial tribunals could lay down maxims by which to determine judicially what dramatic compositions claimed to be humorous, or appeal to the sense of humor, are in this particular within or without the copyright act, they would, by demonstration, be in possession of rules which would enable them to be themselves at all times witty, at their own option.

So in the realm of art, the courts wisely refrain from laying down rules, and avoid deciding the question "What Is Art?" and are disposed to take the most liberal view. The Supreme Court of the United States decided that circus posters of the ordinary crude sort, showing beautiful ladies on the back of pirouetting horses jumping through fiery hoops, were works of art and properly copyrightable as such.

Mr. Justice Holmes, in his characteristic fashion, observed:

If there is a restriction it is not to be found in the limited pretensions of these particular works. The least pretentious picture has more originality in it than directories and the like, which may be copyrighted. The amount of training required for humbler efforts than those before us is well indicated by Ruskin. "If any young person, after being taught what is, in polite circles, called 'drawing,' will try to copy the commonest piece of real work—suppose a lithograph on the title page of a new opera air, or a woodcut in the cheapest illustrated newspaper of the day—they

will find themselves entirely beaten." *Elements of Drawing*, 1st ed. 3. There is no reason to doubt that these prints in their ensemble and in all their details, in their design and particular combinations of figures, lines and colors, are the original work of the plaintiff's designer.

Again, the act, however construed, does not mean that ordinary posters are not good enough to be considered within its scope. The antithesis to "Illustrations or works connected with the fine arts" is not works of little merit or of humble degree, or illustrations addressed to the less educated classes; it is "prints or labels designed to be used for any other articles of manufacture." Certainly works are not the less connected with the fine arts because their pictorial quality attracts the crowd and therefore gives them a real use—if use means to increase trade and to help to make money. A picture is none the less a picture and none the less a subject of copyright that it is used for an advertisement. And if pictures may be used to advertise soap, or the theatre, or monthly magazines, as they are, they may be used to advertise a circus. Of course, the ballet is as legitimate a subject for illustration as any other. A rule cannot be laid down that would excommunicate the paintings of Degas.

It would be a dangerous undertaking for persons trained only to the law to constitute themselves final judges of the worth of pictorial illustrations, outside of the narrowest and most obvious limits. At the one extreme some works of genius would be sure to miss appreciation. Their very novelty would make them repulsive until the public had learned the new language in which their author spoke. It may be more than doubted, for instance, whether the etchings of Goya or the paintings of Manet would have been sure of protection when seen for the first time. At the other end, copyright would be denied to pictures had their worth and their success educated than the judge. Yet if they command the interest of any public, they have a commercial value—it would be bold to say that they have not an aesthetic and educational value—and the taste of any public is not to be treated with contempt. It is an ultimate fact for the moment, whatever may be our hopes for a change. That these pictures had their worth and their success is sufficiently shown by the desire to reproduce them without regard to the plaintiff's rights.

The excuse for the extensive quotation from this case is that it is apposite to the present discussion, and further that it switches to the proper direction a tendency of the courts toward an erroneous one. There were several decisions before the one just quoted which imply, if they do not expressly hold, that an advertisement, whatever its character, cannot be copyrighted. The Supreme Court is now committed

to the doctrine, and it is the law, that a work of art does not become the less a work of art because it may be used as an advertisement, and the corollary must be true that literature does not cease to be such because it may be used to sell goods.

Any one who has followed the tendencies of modern advertising knows that many of the pictures used are examples of real art, by whatever standards judged, and that as literary compositions they are as good, if not better, than a great deal of the stuff that we pay for the privilege of reading, and are models of concise statements and forceful English, and the careful and accurate choice of words. Many modern advertisements are as good as anything Addison or Steele ever wrote.

It seems to me, therefore, both as a matter of reason and authority, that many of the better types of modern advertisements are properly the subject-matter of copyright, and that if the protection of the copyright statute is properly invoked, the unlicensed copying of them, so that the work of the original author is substantially and to an injurious extent reproduced, is within the condemnation of the statute and can be stopped.

WHERE ADS SHOULD BE FILED

There is no mechanical difficulty in the way. The Register of Copyrights might not receive advertisements in his office as copyright deposits, but they could very well be filed in the Patent Office under what is known as the "Print and Label Statute." Since it is customary to circulate in the form of printed books specimens of advertisements intended to be used in a campaign, there is nothing, in my judgment, to prevent the copyrighting of the book containing all of the proposed advertisements, and since the copyright statutes protect all of the component parts of a book, it is clear that the individual advertisements contained in it would each be subject to copyright protection. It should be borne in

To Advertising Managers and Advertising Agencies

Gentlemen:

We beg to call your attention to the 1910 Census of the foreign-born population in a few of the important states and the largest cities in the United States.

	TOTAL POPULATION	NATIVE PARENTAGE	FOREIGN OR MIXED PARENTAGE	FOREIGN BORN WHITE
CALIFORNIA, Total.....	2,877,549	1,106,533	635,889	517,250
Los Angeles.....	319,198	169,967	74,756	60,584
Oakland	150,174	55,198	49,936	36,822
San Francisco.....	416,913	115,359	153,781	130,874
CONNECTICUT, Total.....	1,114,756	935,649	374,489	328,759
Bridgeport	102,054	27,156	37,814	36,180
New Haven.....	133,605	37,726	49,434	42,784
ILLINOIS, Total.....	5,638,591	2,600,555	1,723,847	1,202,560
Chicago.....	2,185,283	445,139	912,701	781,217
IOWA, Total.....	2,224,771	1,803,526	632,181	273,379
MASSACHUSETTS, Total.....	3,866,416	1,103,429	1,170,447	1,051,050
Boston	670,585	157,870	257,104	240,722
Cambridge	104,839	25,615	39,794	34,608
Fall River.....	119,295	15,858	52,125	50,874
Lowell	106,294	20,703	41,942	43,457
Worcester	145,986	41,421	54,751	48,492
MICHIGAN, Total.....	2,810,173	1,224,841	964,882	595,594
Detroit	465,766	115,106	188,255	156,565
Grand Rapids.....	112,571	40,777	42,767	28,335
MINNESOTA, Total.....	2,075,708	575,081	941,136	543,010
Minneapolis	301,408	96,186	116,548	85,938
St. Paul.....	214,744	61,594	93,398	56,524
MISSOURI, Total.....	3,293,335	2,387,835	518,201	228,896
Kansas City.....	248,381	153,717	45,633	25,327
St. Louis.....	687,029	269,836	246,946	125,706
NEBRASKA, Total.....	1,192,214	642,075	362,353	175,865
Omaha	124,096	52,917	39,595	27,068
NEW JERSEY, Total.....	2,537,167	1,009,909	777,797	658,188
Jersey City.....	267,779	74,861	109,101	77,897
Newark	347,469	94,737	132,350	110,655
Paterson	125,600	28,392	50,179	45,398
NEW YORK, Total.....	9,113,614	3,230,325	8,007,256	2,729,282
Albany	100,253	44,473	36,533	18,185
Buffalo.....	423,715	119,692	183,673	118,444
New York.....	4,766,883	921,318	1,820,149	1,927,713
Rochester	218,149	74,525	83,687	58,993
Syracuse	137,249	58,408	46,912	30,781
OHIO, Total.....	4,767,121	3,038,259	1,024,393	597,245
Cincinnati	363,591	154,937	132,190	56,792
Cleveland	560,663	132,314	223,908	195,703
Columbus	181,511	116,846	35,578	16,285
Dayton	116,577	72,301	25,559	13,647
Toledo	168,497	75,147	59,333	32,037
PENNSYLVANIA, Total.....	7,665,111	4,292,727	1,806,267	1,438,719
Philadelphia	1,549,008	584,008	496,785	382,578
Pittsburgh	533,905	176,089	191,483	140,436
Scranton	129,867	38,745	55,431	35,112
WISCONSIN, Total.....	2,333,860	763,225	1,044,761	512,569
Milwaukee	373,857	78,823	182,530	111,456

We hope that this will convince you of the value of the foreign language press, represented by this Association, numbering 534 newspapers published in 29 different languages, throughout the United States.

The American Association of Foreign Language Newspapers

702-3-4-5 World Building, New York City

mind, too, that under the present statute, copyright in the United States attaches by publication of the work with the notice of copyright prescribed, and that the filing of copies of the work is not a condition to the existence of the copyright as it was under previous acts, but is a condition only to the prosecution of an infringer. While it is true that the act provides that "copies must be promptly deposited," no time is set and a reasonable time is presumed, and since infringement or copying of an advertisement, when it occurs at all, occurs usually shortly after the publication of the original, in most cases it is likely that no deposit of copies need be made until an infringement has actually occurred.

It must be borne in mind that the foregoing applies to the case of works which can fairly be said to possess literary and artistic merit. Probably no advertisement which does not possess some artistic or literary merit would be copied, but even here the case is not entirely hopeless. There exist in most of the states statutes which, by their terms, protect "forms of advertisement" upon compliance with certain formalities, usually consisting of the deposit of two copies or facsimiles in the office of the Secretary of State. The fee charged for the filing of such copies and the issuance of the certificate varies from seventy-five cents to \$25.00. The fair average, however, is about two dollars. These acts are not copyright acts and probably do not offer adequate protection for the ordinary form of magazine advertising, but these statutes are on the statute books of most of the states, and by their terms protect "forms of advertisement," and in a certain class of cases would doubtless be of great value.

The real gist of the stealing of an advertisement is not confusion of the goods of the thief with those of the real owner of the advertisement, but it is in the appropriation of another man's intellectual and artistic skill. It is the theft of an idea concretely ex-

pressed for the purpose of saving the labor and expense of producing something equally good, even if the thief had the ability to do so, which usually he has not. The proper protection is copyright protection, and the offense is against the copyright law, and, as before indicated, it seems to me that our present statutes are ample to secure protection to those works deserving of it.

In conclusion it may be well to quote the language of a very distinguished judge in a case where it was contended that the plaintiff's work was too trivial to merit the protection of the court:

If it has merit and value enough to be the subject of piracy, it should also be of sufficient importance to be entitled to protection.

♦♦♦

BRIDGEPORT AD CLUB FORMED

On October 24 a Bridgeport (Conn.) Advertising Club was started at the Stratfield Hotel with a dinner at which J. George Frederick presided. Plans were laid for making it a permanent and useful organization.

George H. Perry, of New York, formerly advertising manager of Gimbel's and Siegel-Cooper, made an interesting talk on "Waste in Advertising." G. P. Farrar, of New Haven, Conn., whose articles on typography are appearing in *PRINTERS' INK*, spoke on type display.

In addition to this Mr. Farrar told especially about the things which the New Haven Ad Club, not long since organized, had been able to do for the city. He told how \$50,000 had been cleared with a special fete organized in New Haven, and how stickers were being put on all envelopes going out of New Haven, together with other interesting "boost stunts" which are giving evidence in many directions of a new and live spirit in New Haven.

♦♦♦

UNDER THE NEW LAW —?

"There's only one thing I've got against the *Congressional Record*," said Farmer Corttossel. "You refer to its occasional suspension of publication?" "No. It's kind o' misleadin'. A lot of the speeches our Congressman makes about hisself ought to be marked 'advt.' —" *Washington Star*.

♦♦♦

THORSEN WITH "METROPOLITAN"

J. Mitchel Thorsen, for seven years with the western office of *Collier's Weekly*, is now advertising manager of the *Metropolitan Magazine*.



Fine! Mother will like that!

Isn't there just one gift that will suit Mother, Auntie, Sue, little Tom, better than anything else in the world? *What is it?*

It is in our big Year Book—the encyclopedia of Christmas. The minute you open this Book your Christmas-gift-problems will begin to disappear, and as you turn its pages and discover the gift for Mother, the quaint Tea Caddy for Aunt Mary, the Boy Scout Knife for Tom, and so on—all for less than you expected to pay, you will begin to see that Christmas shopping can be a lot of fun, instead of an experience to be dreaded.

Half an hour of your time disposes of the whole matter—summons to your desk drawer your gifts, daintily wrapped for mailing—or we will send them direct.

Send for this free Year Book—230 pages of gifts—artistic gold and silver jewelry, table and toilet silver, novelties, and useful articles in leather and brass.

Try the Daniel Low method this year. Thousands of persons of wealth and refinement regularly use our gift-service. They know that our name on a box is accepted as a guarantee of quality and artistic excellence. They find our prices surprisingly moderate. They are relieved of all responsibility as we make free and guaranteed delivery and refund money on articles for any reason unsatisfactory.

You can have this same relief. Write a postal or dictate a letter for this free Year Book and banish your annual Christmas worry.

**Jewelers and
Silversmiths** **Daniel Low & Co.** 244 Essex Street
Salem, Mass.

P. S. Are you going to write *now*, or forget it and go through the nightmare of Christmas again?



Advertising Men Love

to exercise their skill in commercial and publicity diagnosis by quickly seizing upon and sizing up some single symptom that yields a harvest of important facts.

For example take this pointer: Uncle Sam stores some 4,000 soldiers, a whole brigade, in a military reservation just outside of San Antonio, a 100,000 city. It is the second largest army post in the country.

This unique "local industry" means a monthly influx of over 200,000 dollars.

Worth while looking into, isn't it?

Then you'll also find here over 200 important manufacturing establishments, a shopping and jobbing territory as large as Ohio—all tributary to San Antonio.

An annual harvest of almost 10,000 carloads of vegetables and fruits.

An annual crop of over 20,000 tourists.

Sufficient evidence of a desirable "Consumerland," eh?

The San Antonio Express

is the advertising key to its riches. This statement is *factified* by some 180 foreign advertisers. Many of them like many local advertisers, use the SAN ANTONIO EXPRESS exclusively.

It has a Certificate from the Association of American Advertisers.

The first six months of 1912 the SAN ANTONIO EXPRESS carried 110,111 lines of tire and Automobile advertising—indicating a *high power* paper.

Does that stamp the SAN ANTONIO EXPRESS and its territory for "Immediate attention"?

At your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

DIFFICULT TO SELL PRODUCTS IN HOME CITIES

INVESTIGATION OF MATTER BY ROCHESTER CHAMBER OF COMMERCE BRINGS INTERESTING TESTIMONY FROM MANUFACTURERS—THE SUGGESTED SOLUTION

The Manufacturing Trade Committee of the Chamber of Commerce is endeavoring to stir up a greater interest in the sale and distribution of Rochester-made products to Rochester people, says the *Official Bulletin* of the Rochester, N. Y., Chamber of Commerce. As one of the steps in its campaign, a letter was prepared by the sub-committee, later accepted by the entire committee, and sent to Rochester's 1,400 manufacturers. This letter urged manufacturers to make a greater effort to sell their goods in Rochester, and suggested that the road salesmen should be assigned to Rochester trade as frequently as advisable, and that particular attention be given to Rochester business.

The letter has naturally aroused a great deal of interest. The action of the committee has been approved and endorsed, and replies of a very interesting nature are being received.

Manufacturers are taking the occasion to point out some of the difficulties of selling their goods in Rochester.

The original letter read, "Would not the Rochester dealer prefer to order here at home where he can re-furnish his stock by 'phone call?" One manufacturer replies, "Sure!" he would like to 'phone every day for what he needs *that day*, expecting the manufacturer to carry his stock. He will, however, give the manufacturer, 1,000 miles away, a good-sized order. While he is doing this, the Rochester manufacturer is getting a good-sized order from 1,000 miles away. All very foolish, the *Official Bulletin* goes on to say, but the dealer is more to blame than the manufacturer. "Who likes to be used for a convenience?"

Another manufacturer writes,

"I came to this city four years ago, as it always appealed to me in my travels in previous years not only as a business center, but as an ideal home city, and I am proud to say, the city meets with all my expectations, excepting the method employed by most of the business men on whom I have to depend for my livelihood. It is a fact, that they all expect Rochester quality from me, but do not want to pay any more than for inferior goods from out of town firms. I patronize home industry, as I buy all my raw material here in town, and pay more for such stuff, but I figure on freight and cartage and delay. It is also very regrettable to note that I have done business with two of our largest manufacturers but only because I was willing to pay a percentage, and when I, at last, refused to pay the greatest amount of my profit, I simply had to lose the business."

The third manufacturer, who has been doing business for over fifteen years, says that he sells his material to exacting and discriminating customers throughout the entire United States, but fails to arouse any interest at home, because, as he says, "the people of Rochester, generally, have no wish to patronize home industry."

A very interesting letter was received from a manufacturer who says, "I do not believe that the Chamber of Commerce could engage in a work more commendable but more hopeless. I have been in business for thirty years in Rochester. I manufacture a full line, suitable for every possible requirement and sell a given quantity of goods for from twenty to forty per cent less than they can be bought out of town, yet, I have less than six customers in the city of Rochester. I have made many attempts at creating a home market but have never succeeded. I have personal friends who buy their supply from Cleveland, New York and Philadelphia, in fact anywhere but in Rochester. If you can find out why men do this sort of thing, I wish you would tell me, as I have never been able to find out. The hardest



One Reason and 16 Others

A warship on entering port, failed to fire the customary salute. Called to account for it, the captain explained:

"There are seventeen reasons why I didn't do it. In the first place, I had no powder—"

"Then to the Dickens with your sixteen other reasons!" said his Superior Officer.

One reason why you should advertise in



is that it is constantly bringing splendid returns on keyed advertising—the acid test on pulling power.

There are many other reasons. You may care to hear them all. Do not hesitate to call on us for further information.

None of GRIT'S circulation is in large cities. 80.2% of it is in towns of 5,000 or under.

Where people do not have to strain their incomes for rents, car fares, expensive amusements, etc.

Where they have homes of their own to furnish.

Where they have money left for the comforts of life.

Where your goods don't have to compete with department store temptations.

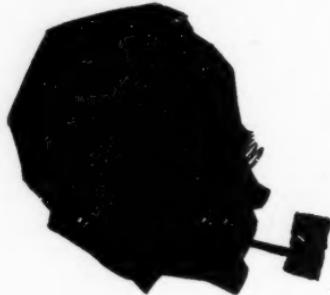
GRIT is used by many keen advertisers—mail order and general. If you are not included, why not?

At your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



A woman who had long been interested in Kipling was one day introduced to that writer. "Oh!" she exclaimed, "I am surprised. Really, I thought you would be something quite different."

"Oh, I am, I assure you," replied Kipling, "but this is my day off."

The advertiser has no excuse for thinking the farmer quite different from what he really is. When the farmer is engaged in buying high-priced substantial advertised goods he is not taking a day off. That is just as much a part of his regular job as is reading

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

place to sell anything is in the town it is made."

The replies indicate that this seems to be the general feeling. The Manufacturing Trade Committee at first was inclined to feel that this complaint was an isolated exception but every reply seems to indicate that this difficulty has been met and not always successfully overcome.

It has been suggested, the solution lies in a greater personal interest in the matter of buying and selling locally, and in appreciation of the extraordinary success of community operation as it is reflected in local prosperity.

KANSAS CITY ADVERTISING CLUB ELECTION

The Kansas City Advertising Club recently elected the following officers: President, George F. McKenney, of the Frank T. Riley Publishing Company; vice-president, W. H. Hoffstat, president of the United Factories Company; second vice-president, J. H. Stelle, president of the American College of Dressmaking; secretary and treasurer, H. S. Frame, proprietor of Letter Shop.

Robert E. Lee, former president of the St. Louis Admen's League, is holding down eight jobs to-day. He is editorial writer for the *Drygoodsman*; special writer for the *Post-Dispatch*; secretary of the St. Louis Sales Managers' Association; secretary of the St. Louis Automobile Manufacturers' Association; secretary of the St. Louis Motor Accessory Trade Association; manager of the local annual Auto Show; St. Louis editor of the *Tea and Coffee Trade Journal*, and publicity representative of the Conventions' Bureau of St. Louis.

Edward B. Gardiner, formerly advertising manager with two of the largest St. Louis department stores, is now in charge of the copy service department of the Buxton & Skinner Printing Company. Mr. Gardiner also edits their house-organ, *Shop Talk*.

Waller Edwards, formerly chief St. Louis solicitor for the Nelson Chesman Agency, is now advertising manager for the Diesel Engine Company, of which Adolphus Busch, the brewer, is principal owner.

Harrison M. Parker, until a short time ago a member of the firm conducting the Stack-Parker Advertising Agency in Chicago, is now business manager of the Chicago *Daily World*. The *World* is a Socialist newspaper.

F. J. Wright, for several years manager of *Profitable Farming*, is now connected with the advertising department of *Successful Farming*, Des Moines, Ia.

WILL PUSH PLANS TO IMPROVE NEW YORK TRADE

Plans for an extensive publicity bureau, a foreign trade committee, a traffic bureau, and a bureau of freight structure analysis were presented at a luncheon to members of the Merchants Association of New York, given by Henry R. Towne, its president, at the Hardware Club, New York, on November 7. The luncheon was the first of a series of meetings the last of which will take the form of an elaborate dinner of the association to be held at the Hotel Astor, November 14.

Mr. Towne stated that the association had expended \$600,000 during the past ten years for the betterment of trade conditions in New York and that more than double that sum would be spent in the next decade. The association proposes to take an active interest in legislative matters at Washington and Albany having to do with the welfare of business conditions in New York City.

OFFICERS OF REPRESENTATIVES' CLUB

The Representatives' Club held its annual meeting Monday noon, November 11, at the Hotel Victoria, New York City. These officers were elected: President, Frank L. E. Gauss, of *Collier's*; vice-president, Owen H. Fleming, of *People's Home Journal*; second vice-president, Oscar S. Kimberly, of Doubleday, Page & Co.; secretary, W. A. Sturgis, of *Review of Reviews*; treasurer, D. J. Payne, *Vogue*; directors, R. Wentworth Floyd, of *Woman's World*; Conrad B. Kimball, of *To-Day's Magazine*; Crosby B. Spinney, of *McCall's Magazine*; George Costello, of Doubleday, Page & Co.; Henry M. Hobart, of *Woman's World*; W. C. McMillan, of the Butterick Publishing Company, and L. A. Weaver, of *Harpers Magazine*.

The club's annual dinner will be held on Friday, December 13. Other details, not yet arranged, will be announced later.

CITY BOOSTER USES NEWS- PAPERS

The Chamber of Commerce, Seattle, is using up-to-date methods of getting new industries. Its commissioner of industries is touring the East, stopping at important cities a few days to meet manufacturers or others thinking of moving West. His presence at a hotel is announced by large display ads in the daily papers, just as a salesman lets the public know he is ready to show the latest styles in woolen goods or silverware.

"CURRENT LITERATURE" CHANGES

Current Literature will change its name to *Current Opinion* beginning with the issue for January, 1918, and at the same time will increase from standard size to a type page 7x10.



JUDGE'S cheery visit each week is always welcome. It is passed from hand to hand, because every page radiates with sparkling wit and merry humor. It invariably puts its readers in a genial mood—the time an advertiser can make a telling impression. Every copy is read and re-read—indeed it would be safe to say that there are ten readers for every one of the 126,000 copies—a million and a quarter readers at 50 cents a line.

ALLAN C. HOFFMAN
Advertising Director
225 FIFTH AVENUE
NEW YORK

VEST-POCKET KNOWLEDGE OF TYPES

SOME OF THE MORE FAMILIAR AND NECESSARY STYLES EVERY AD MAN SHOULD KNOW—VARYING USES OF TYPES SHOWN

On being questioned, one advertising man who has never lacked a good job laughingly admitted that he was exceedingly short on knowledge of types—that the only three display types he could ever be positive about were Post, De-Vine and Cheltenham Bold.

It is common for young men breaking into the advertising business to be worried because they do not possess a good stock of type-foundry and paper-mill information.

There is no end to the making

of types and to the bringing out of new effects in papers, and the advertising man who is creating much of a stir in the writing of good copy and the putting of good merchandising plans into effect hasn't room in his head for many of the technicalities of type and paper. If he knows in a general way the effect he wants to produce, he can usually manage to get the details carried out by competent printers.

A baker's dozen examples of first-class advertising types are shown here. Good print-shops have some or all of these types, and it is difficult to conceive of any display advertising that could not be treated effectively with a selection from this list. About the only exception would be certain classes of mail-order copy that seem to take plain Gothic type better than anything else.

The regular Cheltenham and Bookman are artistic types, but are not suitable where strong or moderately strong display is needed. Cheltenham Bold will probably never be surpassed as an all-around artistic and strong advertising type. It goes finely with Cheltenham. Wide as a body letter and with Cheltenham Bold Condensed for sub-displays that have to be compressed a little.

Caslon Bold is another letter that stands high on the list for good clean display and quality appearance. The regular Caslon body letter harmonizes finely with Caslon Bold

RUBBER SHOES

The best in every size
Cheltenham

ART OBJECTS

Lovely pictures
Cheltenham Bold

JOYOUS EXCURSION

Boating, bathing, fishing
Cheltenham Bold Condensed

SUMMER CAP

Something great
Caslon Bold

CIRCULAR

Gets Results

Caslon Bold Italic

CASH TALK

Always Selling
MacFarland

FINEST NOVELS

Imported books

John Hancock

TOYS AND BOOKS

At prices below cost
Post Condensed

SLIDE OVER

Skating is fine
Post Italic

MINE SUPPLY

Butter, Eggs, Milk
Powell

FARM PAPER

Choice Mediums
Powell Italic

SHOE SALE

Factory Price

Foster

JONES' BAND

Orchestra music

Bookman

display; this combination is somewhat better than that made up by using Old Style Roman or Modern Roman for body type.

John Hancock and Post Condensed are very effective for newspaper advertisements requiring rather strong display.

On good white paper a type like Bookman will make a moderately strong and refined display, while if the amount of body matter is not large a small size of Bookman will do very well indeed for the text. If there is much of the text a paragraph that needs emphasis may be set in the small size of Bookman, and the contrast with the regular Roman will be excellent.

Don't be fussy if you make a suggestion to the printer and he doesn't give what you suggest, but uses another letter somewhat like the type named. The chances are that he hasn't the letter suggested. After all, there are many types so much alike and so well adapted to display work generally that almost any of them will give a good effect if the layout of the advertisement is right.

TOO MUCH "DEMONSTRATION"

A and B were warehousemen, says the *Journal of Commerce*, both representing themselves as in the field for motor trucks, A for a single truck and B for several. Both had worked the agent of the company for a free demonstration.

A waited till he had a big day's work on hand, to haul a big load some thirty miles into the country, and then phoned the agent to send around his truck for that day. The agent replied that it was impossible that day, because his demonstrating truck was laid up for repairs. But A had contracted to do the work on the day in question and was obliged to do it. Having fallen down on the free demonstrations, he grumbly called up B and asked him if he could do the work for him. B replied that he would do it for \$25 and agreed to have his truck at A's door the next morning. Imagine the feelings of A when he discovered the truck which backed up at his door was the very demonstrator he had relied on for free work. B, who was the better prospect of the two, had beaten him out with the agent, and not only got the work done free of cost, but made \$25 out of A in doing it.

Charles H. Woodruff, formerly with the Packard Motor Car Co., Detroit, is now head of the Buick publicity department, Flint, Mich.



The Long Distance Shopping Record

probably belongs to the ladies who think nothing of traveling 350 miles to buy their apparel and shop in El Paso.

No, this isn't "stretching it." Truth goes furthest without stretching. It's due to Texas conditions.

When you look at them, they may appear at first glance as though seen under a magnifying glass. But they don't need magnifying—they are magnificently *Big* as they are.

You can't gauge these consumers by ordinary standard. They are big-minded, big-hearted, and—not ye well—big-pursed.

El Paso has a metropolitan Shopping Capacity and Shopping Facilities. It is a jobbing and mining centre without rival. There is no other city of equal importance within a 600 mile radius.

It is the commercial metropolis of West Texas, New Mexico, Southern Arizona, and the Americanized part of North Mexico.

It is located at the lowest pass through the Rockies. Which explains its 8 railroads and 6 railroad shops.

The advertising route into this Consuming Gold Mine is via

The El Paso Herald

Its circulation the first 6 months of 1912 averaged 14,789 daily. It is the only paper in this section that courted, and submitted to, the examination of the Association of American Advertisers.

THE EL PASO HERALD reaches and covers all of the 382 railroad stations within a 250-mile radius.

It is the Buying Guide of the spending class—all liberal spenders.

The EL PASO HERALD, therefore, is located at the lowest pass through the Rockies of Advertising Cost.

Send your appropriation train through it into the rich valley of Sales Results.

The freight trains with your goods will follow as a matter of course.

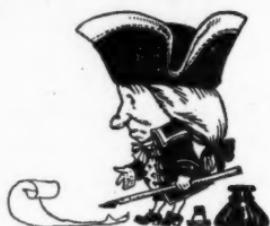
For time table, rates and further information, we are

At your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



Write!

The Strathmore people have finished their new unit system of Sample Books and they admit that it is the most elaborate, most practical, most valuable sampling system ever devised. They know you will be interested. It shows a multitude of items of

STRATHMORE QUALITY

Bonds, Writings, Books, Covers and announcement Papers and Boards. The Sample Books contain rare examples of modern printing, prize commercial designs, and ideas and suggestions by the hundreds. The Sample Books have been divided into four groups.

Write for the group or groups you are interested in—please use your business letterhead.

The "Strathmore Quality" Groups

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks.

Group No. 2. Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces.

Group No. 3. Cover Papers and Bristols. The finest collection of Cover Papers and Bristols made. For catalog covers, folders, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement.

Strathmore Paper Company
Mittineague, Mass. U. S. A.

POOR RICHARD CLUB'S OFFICERS INAUGURATED

New officers of the Poor Richard Club, of Philadelphia, were inaugurated recently. The ceremonies were held at noon time, following an old-fashioned chicken luncheon, and mid a bower of cornstalks, pumpkins and other decorations of similar nature. A number of informal addresses were made, among which was one by ex-Governor Edwin S. Stuart, a member of the club.

The new officers of the club are: President, Louis J. Kolb, of Kolb's Bakeries; vice-presidents, Cyrus H. K. Curtis, of the Curtis Publishing Company; Jarvis Wood, of N. W. Ayer & Son; Mayer Swaab, Jr., of the Chiclets Company; Hugh A. O'Donnell, of the *Press*, and Thomas A. Daly, of the *Catholic Standard and Times*; secretary, Edwin Moore, of the Moore Push Pin Company; treasurer, George W. Jacobs, of George W. Jacobs & Co., publishers. Directors are Thomas Martindale, Wm. J. Eldridge, R. H. Durbin, Wm. F. Fell, H. A. Gatchell, C. H. Graves, W. Percy Mills, George Nowland and J. Fithian Tatem.

INJUNCTIONS HARDER TO GET

Chief Justice White of the Supreme Court of the United States has ruled that hereafter no preliminary injunction or restraining order will issue in equity cases unless it shall be evident that "irreparable loss and damage" to the complainant will ensue.

Arthur H. Patterson, for five years sales and advertising manager of the National Packing Company, and later with Sulzberger & Sons Company, Chicago, in the same capacity, has recently joined the organization of Charles W. Hoyt, New York and New Haven. Mr. Patterson will be located at the New Haven office.

FINE OF \$200 FOR FALSE ADVERTISING

B. H. Milligan, a piano sales promoter, and the Bidwell Piano Company of Wichita, Kan., were fined \$300 apiece, November 4, for misleading advertising. Milligan was conducting a sale of the Bidwell Company, and advertised certain well-known makers of pianos at absurd prices, the ads giving the impression that the instruments were new. The other piano dealers in Wichita got together and prosecuted under the local ordinance against misleading statements in advertisements, with the result as stated.

HORLICK'S STEALS A MARCH

The Horlick's Malted Milk Company has won what appears to be a signal victory in Brazil. From the facts as they are presented to us, it appears that, acting for and in behalf of the Horlick Company, their agents in that country, the Paul J. Christoph Company, registered the term "Malted Milk" as a trade-mark, which registration, according to the laws of Brazil, gave them the exclusive right to sell, within its

domain, a product by that name. The Horlick Company, feeling secure in their rights under the law, entered upon an extensive advertising campaign, with the results that a large demand was created for "Malted Milk." It seems that, very much as was the case in this country, the Borden's Condensed Milk Company then entered the well-tilled field with the hope of reaping the benefits from the demand which had thus been created. Suit was brought in the Federal Court against the New York concern for infringement, with the result that the exclusive right of the Horlick's agency to sell "Malted Milk" in Brazil was upheld. The laws of all South American countries are very severe with regard to infringing products, and so, if Borden or anyone else than the owners of the "Malted Milk" trade-mark should now put a product by that name on the Brazilian market, it would be subject to condemnation and confiscation by the government.—*The Retail Druggist.*

IT'S A WEEKLY TEXT-BOOK, NOW

THE CONSOLIDATED COAL COMPANY.
GEORGES CREEK BIG VEIN CUMBERLAND,
FAIRMONT—GAS, LOCOMOTIVE AND DO-
MESTIC, ELKHORN — COOKING, BY-
PRODUCT AND GAS, SOMERSET—SMOKE-
LESS STEAM, MILLERS CREEK — BLOCK
COALS

BALTIMORE, MD., October 28, 1912.
Editor of PRINTERS' INK:

Recently in the Congressional Library I was impressed by the monumental size of a bound volume of PRINTERS' INK. Books of this size are somewhat unwieldy and I have often thought that it would be practical to make a yearly digest of the many valuable treatises on advertising for the use of business men.

Many meritorious articles, selling plans and systems are lost by not being available in handy form.

Could not a yearly text-book on advertising be compiled from the pages of PRINTERS' INK?

H. IRVING MARTIN.

SAWYER PROMINENT IN SHOE
REORGANIZATION

Isaac H. Sawyer, at one time vice-president of the Associated Advertising Clubs of America and a former president of the St. Louis Ad Men's Club, took a prominent part in the recent reorganization of the Brown Shoe Company, St. Louis. Among other things the capital stock of the concern was increased from \$3,000,000 to \$10,000,000. Until last April Mr. Sawyer was vice-president of the shoe company.

3-IN-ONE OIL USING SPREADS

The 1913 list for the 3-in-One Oil Company has been made up. As usual, it embraces the leading standard magazines and publications. Few new publications were added but the size of copy being used has been increased and full-page spreads in colors are being used judiciously during the spring and fall.

In speaking of one of our salesmen recently, a customer said:

"He finishes what he starts out to do. If he agrees to do a thing and complete it by a certain time, you can count on it; the catalogs will be there, even if he has to personally take a taxi for fifty miles. He does not waste time on the picayune details of ways and means, but sees to it that the big important thing in the transaction is accomplished. He makes good, and doesn't come around afterward with a lengthy story of why he couldn't do it."

This is just the impression we want *all* of our customers to have, for it is the fact.

And it is not alone applicable to one salesman. It is the policy of our house, and is the underlying motive actuating each one of our sales force.



THE TROW PRESS

201-213 East 12th Street

Phone 1100 Orchard, New York

Making the Catalogue Pay

III

When to include instructions in the use of the product

A few years back there was an epidemic of "a child can operate it" copy. The patent roofing man announced that a three-year-old with a hammer and a handful of nails could make a water-tight roof; the cream separator man told how many gallons of milk a baby could skim with one hand; and the manufacturer of a patent prepared flour described the ease with which buckwheat cakes could be made by mixing it with a little water and tossing the result onto the stove. A great many people stopped short of the buying point because they felt that anything so simple as all that was too simple for any real value.

People like to be told how to use a thing and how to operate a machine, and instructions of that sort are likely to be good selling arguments, provided they are not *too* complicated. Anybody who doubts the advertising utility of instruction books is recommended to an investigation of his wife's collection of cookery and recipe books. Chalmers L. Pancoast, advertising manager of the Calumet Baking Powder Company, Chicago, referring to a cook book issued by the company, says: "We consider this the best piece of advertising we distribute, because it is something a woman reads and refers to frequently, and keeps on file year after year with her other books on cooking and baking. It is illustrated with colotype plates showing various kinds of cakes, biscuits and other products which have been made with Calumet Baking Powder. The books are not given free to the customer, but are sent upon receipt of a slip taken from a pound can together with four cents in stamps. The books are also used by the house-to-house demonstrators, who give them to house-

wives who order goods at the time of demonstration."

It is worthy of notice that the book referred to does not cost very much more than four cents exclusive of the labor incidental to mailing, so in addition to being the company's "best piece of advertising" its first cost is practically received before it is sent.

Of course, with a great number of products—such as most wearing apparel, for instance—it is impossible to give any instructions for use because it would be silly to attempt it. But with the majority of specialities—and a good many staples—instructions in the use of the product simply must be given at some time or other, and the question whether they should be included in the catalogue or not is one to be answered while the catalogue is in course of planning.

No hard and fast rules can be laid down, of course, as to when to include instructions in the catalogue and when to omit them. But the following seems to be good practice, generally speaking:

With a technical product (such as machinery, tools, building materials, etc.) for sale to technical people, instructions belong in the catalogue except when the product is so well known as to need none (like an electric motor, for example).

With a technical product (such as adding machines, gasoline engines, vacuum cleaners, etc.) for sale to users who are not technically educated, instructions belong in a separate book to be supplied after demonstration and usually after purchase.

With a non-technical product (such as house furnishings, wearing apparel, toilet goods, etc.) instructions belong in the catalogue if the product is one whose sale requires a lot of persuasion

and whose use is not obvious. Thus, in a catalogue of fireless cookers, instructions are absolutely essential in order to convince the housewife that the thing is really practicable and will not take up a lot of time, while instructions in the use of a carpet sweeper are superfluous.

With regard to the technical product for sale to technical users, one point must be taken into consideration and that is the attitude of the man who does not actually buy, but who influences the purchase. For example, the man who is running a grinding wheel out in the shop has a big influence with the powers that be when it comes to the purchase of new equipment. He isn't called into conference over the purchasing agent's table, but his opinion is secured just the same, and if he says that the proposed grinder gets out of order too quickly it is likely to settle it. That condition is reflected in the following letter from C. B. Campbell, general manager of the Perfection

Grate Company, Springfield, Mass.:

"We think it a good idea to have catalogue and instruction book combined, provided the instructions for use do not tend to convey the impression that the product is complicated or requires excessive caution on the part of the user to keep it in order. So far as our own product goes this is not the case, and we have already considered the advisability of combining the two features in our next issue."

Of course, a good deal depends upon the copy. A skilful writer can make the most complicated instructions seem plain, while the tyro can ball up the "directions for use" on a common oil can to such an extent that an engineer would be afraid to monkey with it.

Frequently instructions in the catalogue can be used to forestall possible complaints. The Detroit Steel Products Company, makers of "Fenestra" windows, find them useful in this way: "We endeavor

888,664 AGATE LINES

The net gain in paid advertising of the

HOUSTON CHRONICLE

at absolutely uniform rates in its fiscal year ending September 30, 1912.

Local Display	366,240 Gain
Foreign Display	239,176 Gain
Classified	<u>283,248 Gain</u>
888,664 Total Gain	

This is the greatest gain in the same period of any newspaper in the Southwest, and perhaps for the entire country for papers of its class.

**Circulation 29,940 Daily
35,378 Sunday**

The largest verified circulation in Texas

to give," says publicity manager Alwood, "very complete and explicit matter covering the erection and glazing of our windows, because practically the only time we are subjected to a "come back" in our work is when a builder seems to be dissatisfied with his steel windows because of poor installation." Of course, in the case of steel windows and building material generally, it might be thought sufficient to tell the architect and contractor how to install the product, and simply go to the owner with reasons why he should specify it. It seems to work well, however, to give the consumer all possible information about the material, so that, whether he notices the method of installation or not, the contractor knows that he has the information and *may* kick if the work is not properly done.

With technical and semi-technical products (including valves, gauges, hand tools, etc.) which are sold through dealers, instructions are generally included in those catalogues for consumer distribution only, and omitted from the dealers' literature. As it is put by the Utica Drop Forge and Tool Company, makers of Utica nippers and pliers: "In our line it does not work to have instructions in the dealers' catalogue. We tried it and found that the dealers were vastly dissatisfied, on the ground that it added a lot of detail in which they had no interest whatever and obscured other points in which they were interested." The Luther Grinder Company, Milwaukee, makers of tool grinders, states through L. L. Newton, advertising manager: "In our line we do not think much of the proposition of having catalogue and instructions in the same book. It would make it altogether too bulky. The dealer wants the catalogue to order from and is not interested in directions."

In connection with products which are ordered over and over again, such as supplies, accessories, fittings, etc., the instruction catalogue is of great value because it is much more likely to

be preserved until the recipient is in the market again. The same is true with regard to goods which are sold only after long deliberation on the part of the purchaser. The Nelson Valve Company, Philadelphia, writes: "The catalogue as an instruction book works out finely when it goes to consumers, and in our own buying experience we naturally save any catalogue which provides instruction regarding any article we consider purchasing. In some cases we ask for a second copy, so that one copy can go to the mechanical department using the goods, and the other copy may be retained in our indexed catalogue files."

A. M. Minnick, advertising manager of the United States Radiator Corporation, Detroit, in speaking of the "complete line" catalogue of his concern, says: "This catalogue is carried in the hip pocket of the steamfitter and plumber when he goes out on a job. If he did not buy a single dollar's worth of goods from the United States Radiator Corporation, he would keep this book because of its valuable text. In the back of the book we have run a great many tables, data and information of interest to the plumber and steamfitter. Architects will continually refer to pages 194 to 199. Those interested in greenhouse heating will be interested in pages 200 and 201, and so on. This book does not find its way into the waste basket." The tables referred to by Mr. Minnick are those which would naturally be referred to by any person who was installing a heating system, whether it was made by the United States Radiator Corporation or somebody else.

Benton G. L. Dodge, advertising manager of the Standard Welding Company, Cleveland, manufacturers of seamless steel tubes and automobile rims, gives some interesting figures which seem to indicate the increased value of a rim catalogue which contains instructions. "At the rear of the book," says Mr. Dodge, "is the hobby horse of those whom we most desire to

Copy Writers WANTED

The continued growth of our business makes it necessary to add several more men to our copy staff.

Salary is a very unimportant consideration to us if you can deliver the goods—but you must prove to us that you can deliver before we will give you a job.

If you are an amateur—don't apply.

You must have a thorough knowledge of merchandising—must be an experienced campaigner—must know much more than mere copy-writing to get one of these positions. And your character and habits must be good.

Mail (mail only) samples and full particulars about yourself to

Taylor-Critchfield Co.
Brooks Building Chicago

**Are you getting
the benefit of the
big increase in
circulation at the
present low rate
in**

THE BOYS' MAGAZINE

It was necessary to print 90,000 copies for December, and we will have to print more for January.

Our own cash advertising in 214 general magazines and about 1500 newspapers is going to give you a chance to reach 100,000 Boy readers at a cost of 25c a line for $\frac{1}{4}$ page or more; or, 30c a line for less than $\frac{1}{4}$ page, *IF YOU ORDER SPACE NOW.*

**THE BOYS'
MAGAZINE**
SMETHPORT, PA.

reach—a blue-print; instructive, lucid, authoritative, interesting—a positive guarantee against the usual waste basket finale." In support of the latter statement, Mr. Dodge gives distribution figures for the book in question:

Forced distribution, 2,000 copies. Requests from advertisements, 3,500 copies.

Requests from seeing the book in the possession of others, 4,500 copies.

The great majority of those ten thousand people are naturally not automobile manufacturers, but automobile users, and hence not technical people. Yet the Standard Welding Company thinks it worth while to include definite instructions in its catalogue, and produces some figures to show that a large proportion of the books stayed out of the waste basket at least long enough to interest another prospect. On the other hand, C. B. Woodworth, of the Leather Tire Goods Company, Niagara Falls, N. Y., makers of the Woodworth Leather Tread for automobiles, a product whose market and the conditions of whose sale are quite similar to those of the Standard Welding Company, says:

"It is certain that a very large proportion of the people who receive catalogues would not be purchasers and that being the case would not be specially interested in the instructions for using the goods. It would only make the book more expensive and more cumbersome, and we think it safe to say that not more than ten per cent of the purchasers would retain the book for the sake of its instructing features."

Automobile rims and tire covers are in a sense technical goods, but they are so commonly handled by non-technical people that variations from the general rule stated above are quite common. When we come to more complicated goods, however, which still are sold to non-technical people, we find a very good reason for keeping back the complete instructions. It is stated by the Buffalo Gasoline Motor Company as follows:

From the standpoint of our own business, we do not believe it is a good thing to have the catalogue and the instruction book under one cover. It increases the cost of the catalogue considerably without increasing its value as a business getter. In our opinion, a catalogue should be simply a "salesman in paper form," showing the article for sale, and giving the more important selling points. If the prospect wishes more complete and technical information, he will write for it, and it gives the sales department an opportunity to explain the matter in terms which will appeal to the individual, or in other words, to get in some *individual* arguments. Whereas, if the instruction book is sent with the catalogue, the prospect can look it up and find out what he wants to know and not write in to the office. Thereby, you lose an opportunity for working in some salesmanship. Moreover, an instruction book should be published in different form and general get-up from that of a catalogue—cheaper stock and a more durable cover.

A further reason for not including instructions in a technical product catalogue for the layman is the fact that the instructions for that individual have to be so comprehensive and so fully set forth. The Burroughs Adding Machine Company, for instance, has a book of more than eighty pages devoted entirely to instructions. It is necessary to go into the subject minutely and set forth each individual and separate operation with great distinctness and in great detail. To include such matter in a book for general distribution would be a waste of money.

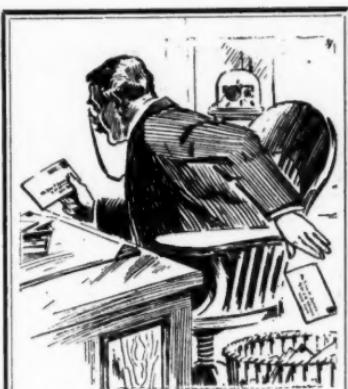
The catalogue as an instruction book and as a reference book are closely akin. The latter phase of the topic will be discussed next week.

CLASSIFIED AD TRAPS FUGITIVE

A humble classified ad as the assistant of Chicago detectives is the latest boost for that form of advertising. A vaudeville singer, H. W. Congdon, left the stage at the behest of his bride—for the more modest position of cashier. The smaller salary led him to forge many checks, it was charged. He fled. The following want ad in papers all over the United States brought many replies:

FOR SALE—A Moving Picture Theatre cheap. Can be operated to great advantage by man or woman who is good singer and entertainer.

The handwriting of a man in Albany, Miss., who answered the ad was identified as that of the wanted cashier and he was arrested and brought to Chicago.



You Can't Fool a Business Man with a 2c. Stamp!

Unless the address on your envelopes looks personal, first class postage won't save your circular letters from the waste basket.

BELKNAP ADDRESSING MACHINE

addresses like a typewriter
from stencils made on your
regular typewriter.

Your valuable lists never
leave your office.

See our exhibit at the Business Show 69th Regiment Armory, Lexington Avenue and 26th Street, all this week.

TEAR OFF AND MAIL NOW

Rapid Addressing Machine Co.
374 Broadway, New York City

Send me samples of Belknap Addressing Machine work showing "addressing that looks typewritten because it is typewritten."

Name

Firm Name

P.I. Address

Why Campaigns Succeed In NEW ENGLAND

Every campaign succeeds in New England when dealers are stocked with goods which are moved off their shelves by advertising in

THE Local Daily Newspapers

Repeat orders from dealers make advertising campaigns succeed. And repeat orders come only after the people of the communities have been convinced, bought and re-ordered.

To move the goods, advertising must be circulated in sufficient proportion in cities and towns where the dealers are stocked. The Daily Newspaper is the only medium that has its circulation *where* you want it and *when* you want it.

Each daily is supreme in its zone, so campaigns succeed in New England when the dailies are used.

Ten good papers in 10 good zones.

New Haven, Ct., Register *New Bedford Standard and Mercury*

Waterbury, Ct., Republican *Lynn, Mass., Item*

Worcester, Mass., Gazette *Portland, Me., Express*

Springfield, Mass., Union *Meriden, Ct., Record*

Salem, Mass., News *Burlington, Vt., Free Press*

Little Helps from the
Other Fellow

The service department of a trade journal found that in sending specimen lay-outs to advertisers, an O. K. of the copy frequently was sent back without returning the copy itself. This resulted in many cases, in the advertisers' missing the issue for which the copy was intended. The difficulty was overcome by making a carbon copy of every advertisement suggested, and filing it for ready reference in the event of an advertiser sending back an order minus the original.

Where it is necessary to make a diagram, especially one that contains considerable lettering, a better result is secured by ordering a wax plate, rather than a zinc etching. If the original drawing is merely a rough sketch, a beautifully clean and sharp plate may be secured without the expense of redrawing.

With all the devices for producing correspondence cheaply and in quantity, the personally written letter has gained an importance greater than it ever before possessed. The sales manager for one company took home a list of prospects who had failed to reply to machine-made letters, and wrote each one a personal note in longhand. Out of one hundred and seventy letters he secured one hundred and sixty-eight replies. One man wrote, "You can send me form letters forever without results, but if you care enough about my business to write a personal note about it, the least I can do is to reply." This was the beginning of a very profitable series of orders.

A large department store sends out a notice regarding a line of men's socks it offers. "We issue no six months' guarantee with these socks, but if at any time you feel that a pair has not given

Ten Months of 1912 Shows
that the
Worcester
(Mass.)
Gazette

is the first choice of the display advertisers in Worcester papers. This is now an old story reprinted for the third year but it goes to show that this

Compact Circulation

More than 90 per cent in and close to Worcester, gives returns to the advertisers greater than they can get from any other Worcester medium.

Largest Evening Circulation

The paper that "goes Home"—and brings home the bacon!

JULIUS MATHEWS, Representative.

**This
new
book**

**PRINCIPLES OF
ADVERTISING
ARRANGEMENT**

by

Frank Alvah Parsons
President of the New York
School of Fine and Applied Art

should be in the hands of all who write or supervise copy—\$2 postpaid. Money refunded if unsatisfactory.

THE PRANG CO.
358 Fifth Avenue, New York

sufficient wear to satisfy you, you may bring them back and we will replace them. This relieves you of all trouble or annoyance in filling out and returning coupons." The offer, carried out in good faith, seems as attractive as the six months' guarantee, with all the red tape involved.

In planning a catalogue or booklet page, one of the first questions the wise advertiser will consider is that of paper. The mills can make a run of paper of any desired size, provided the order is large enough, but this is not feasible except for a long run and unless the type page is planned to fit a standard size of paper it will be necessary to sacrifice margins or cut to waste.

Every advertising layout man should always keep Herbert Spencer's "Theory of the Economy of Attention" in mind. Here it is: "At any moment any one of us has just so much attention to give to the man who is addressing us. Some of this attention is necessarily taken up by the effort of seizing what he is saying and, therefore, the less his manner attracts our notice, the more attention we shall have to bestow upon his matter. The more clearly and the more simply he can deliver his message, the more amply we can receive it."

Many manufacturers have discovered the economy of using a loose leaf catalogue. This makes possible the addition of new lines of goods without the necessity of overhauling the entire catalogue. A furniture manufacturer has gone a step further. He prints each article of furniture on a separate leaf and when he receives inquiries for some special kind of furniture, sends the leaves that picture that particular line to the customer enclosed with a personal letter. The entire line is not bound in catalogue form, but a set of sheets is enclosed in a stout manila envelope and so mailed. In ordering, customers may mail back the pictures and descriptions

of the articles wanted, thus avoiding any chance of a misunderstanding.

An advertising man received the other day some very good photos of his display bulletins in various cities. He sent his boy over to the ten-cent store with one of these photos with instructions to get a frame for it and much to his surprise the boy came back with a completely framed picture. The picture was not half bad. The frame was stained wood and there was included a glass, mat and veneer backing. He removed the picture, inserted his photos and sent these to his jobbers. The letters of thanks received well repaid him for the trouble.

A New York concern selling a certain line of machinery by mail, found it difficult to get replies from many of the letters sent in reply to catalogue inquiries. They devised a plan of sending a small book (retailing at fifty cents and costing them much less in large quantities) to each inquirer who should write giving information regarding the requirements of himself or some one else. If the original inquiry had been an idle one, the offer of the book often inspired the correspondent to write regarding the needs of some one else.

A business house adopted the plan of having the address and salutation of all letters typed in red and the remainder of the letter in usual color. This was easily done by using a 2-color ribbon. The regular customers of this house soon became used to this color scheme and learned to expect that their names would always appear in red. Therefore, it was possible for the house to fill in their "process" letters very rapidly because the need of "matching" was wholly done away with; moreover, the recipient of such letters jumped to the conclusion that they were personal merely on the evidence of the familiar red salutation and address.

DEFICIENT POSTAGE IS SOURCE OF WASTE

WHY MANY OF THE LETTERS OF AMERICAN ADVERTISERS SEEKING TRADE ABROAD FAIL TO PULL-KINKS IN INTERNATIONAL POSTAL REGULATIONS WORTH STUDYING

The discussion in the columns of *PRINTERS' INK* during the past few weeks of the prospective advantages that would accrue to advertisers from the admission to the American mails of "paid-on-delivery" letters might profitably direct attention to another and somewhat kindred subject. Among manufacturers seeking to enter foreign markets the "short-paid" letter addressed to foreign countries is liable to prove almost as influential a factor as the "paid-on-delivery" letter would in domestic merchandising. Only, in the case of the under-paid foreign letter, the onus of the deficiency is on the business man rather than on the postal system. In other words the "short-paid" foreign letter is a present-day handicap upon international trade, whereas the "paid-on-delivery" letter is but a promised stimulus for the future. In one sense, then, the "short-paid" letter is the more serious proposition.

It need scarcely be explained that the term "short-paid" is here used to designate the insufficiently stamped letters, catalogues, etc., dispatched from the United States to foreign addresses. The deficient letters and parcels are usually prepaid only to the extent of the domestic postal rate, thanks to the negligence of a mailing clerk who ignores the fact that the foreign rate is, in the case of most countries, five cents per ounce, not two cents, as is the rate on domestic letters.

The short-paid foreign letter is a nuisance of long standing and has worked more harm to American trade interests than is generally suspected, but it has increased considerably since the inauguration of the two-cent letter rate on mail destined for Great Britain and Ireland. Some advertisers have evidently gained the erro-

Hello!

4300 Telephones in Portland, Maine

In this thriving Maine City, with a population of approximately 60,000, there are more 'phones than in many cities of 90,000 to 100,000.

Brookline, the richest town in the world with a population of but 30,000, has more 'phones than its near neighbor Cambridge with 110,000. So you will find the number of 'phones pro rata with the population a fair index of the general prosperity of the community. The

Evening Express

is the daily paper read by the well-to-do people of Portland. It is the only evening paper in this—Maine's Greatest City, and the daily gross circulation exceeds 19,000.

The moral of this little story is "Advertise your product in Portland and in the Evening Express."

JULIUS MATHEWS, Representative.

Any advertiser seeking information about the circulation of **THE CHICAGO RECORD-HERALD** will find the circulation day by day for the preceding month on the editorial page of every issue.

neous impression that this two-cent rate now applies to all European countries, while there is possibly even more excuse for a yet wider belief that the new rate applies not only to Great Britain but to all her colonies. As a matter of fact powerful interests are at work to secure a general reduction of the rate fixed by the Universal Postal Convention from five to two cents, but this has not yet been accomplished and as the matter stands to-day it costs five cents per ounce for letters to the British colonies in Central America and the West Indies, although under the existing special arrangement letters between the United States and the British Isles are carried at our domestic rate.

Some advertisers who have not investigated the subject may be prone to believe that the underpaid letter is, at most, a small matter. If it is a small matter it is one of those seemingly insignificant things that influence trade and the best evidence that it is not considered a trifle in foreign countries is found in the fact that many firms, including some of the most prominent business houses in all quarters of the globe, have been driven to the policy of absolutely refusing to accept short-paid mail. This is a leak that makes for unproductive advertising and that often continues unsuspected because there is not likely to be any "return to writer" or notification of non-delivery in the case of unclaimed international mail.

As for these short-paid letters being a minor matter it need only be submitted as "Exhibit A" that at one not overly prominent foreign post-office (Kingston, Jamaica) the deficient and penalty postage collected on short-paid letters from the United States amounted in one month this year to more than \$115 and in the succeeding month to \$138. And this takes no account of the short-paid letters that were refused by merchants who have grown tired of being mulcted in this way. Nor is the amount of the shortage on the individual letter always small. Business letters sent by American

firms to foreign customers often weigh two or three ounces, and the writer has talked with foreign merchants who have paid as high as eighteen or twenty cents "postage due" on a single letter from America and even larger sums on short-paid American catalogues.

Authorities on international trade say that one of the most serious consequences of the short-paid letter is what they term its moral effect—the inference it conveys that Americans are novices at the export game. Various expedients have been suggested for jogging the memory of the mailing clerk as to the proper amount of postage stamps to be placed on each foreign letter, but perhaps the best scheme is that whereby the stenographer who types a letter and envelope is required to place prominently in the upper right-hand corner of the envelope a penciled notation of the correct postage required.

While on this subject it may be remarked that another mistake that is by no means rare among American advertisers appealing for foreign business is that of enclosing letters in catalogues. This practice is unknown abroad and foreigners are very likely to overlook such enclosed letters. Shrewd mail advertisers in the foreign trade are, indeed, finding it expedient to study all the queer kinks in the postal systems of the countries where they are seeking sales promotion. Just as a sample of the pitfalls to be avoided it may be cited that ordinarily catalogues and advertising matter are admitted to Venezuela free of duty, but if an American manufacturer makes the mistake of sending such printed matter by parcels post (as he would naturally do in case of a bulky consignment), it will be subject to a minimum duty of sixty-five cents, which is assessed against all parcels post packages regardless of their contents.

Or again, take the little known circumstance that in certain countries the postal authorities refuse to deliver letters in the transparent envelopes now in common use in the United States. Other coun-

tries put a ban on all envelopes adorned with stickers or labels of any kind. Such local regulations in this country and that explain the fate of many American advertising letters that have brought no response.

PRIZES TO U. C. S. CLERKS

"Let's see how big we can make our business in the first fourteen days of October," wrote President George J. Whelan of the United Cigar Stores to the chief clerks in the company's 800 stores. "I will personally give ten shares of the common stock of the company, if the company will give ten more shares of the same stock, to the chief clerks of twenty stores located anywhere in the United States, who make the best showing for the first fourteen days of October, as compared with the last fourteen days of September of this year, every store in the country to participate."

United Cigar Stores common stock is quoted around 115 points.

The object of the offer of prizes was not merely to stimulate the business for that fortnight, but also to establish another bond of interest between the chief clerks and the company, by means of this profit-sharing plan.

The 800 stores were classified according to amount of business done in August, which was selected as a normal month. One share of stock was set aside as a prize in each of the twenty classifications. The classifications were as follows:

Class	Aug. business
1	\$20,000
2	7,500
3	6,000
4	5,000
5	4,500
6	4,000
7	3,500
8	3,250
9	3,100
10	3,000
11	2,750
12	2,500
13	2,250
14	2,125
15	2,000
16	1,800
17	1,600
18	1,500
19	1,300
20	1,100

Consider New Haven

Here are four dailies, one morning, three evening.

Two of the evening papers are sold at one cent.

The "Register" sells at two cents.

Choose
The Register

As it gives the greatest

Sales Results

The "Register" is the recognized leading newspaper of CONNECTICUT'S Largest City. It is

The best Daily—with

The most local news—

The most society news—

The best women's pages—

Anybody advertising in NEW HAVEN will find that the REGISTER gives the best results!

JULIUS MATHEWS, Representative.

Periodicals which are published merely to amuse are negligible quantities as advertising mediums. Advertisers have at last awakened to this fact as witness the steadily decreasing patronage of this type of publication.

The qualifications of

**PHYSICAL
CULTURE**

as a profit-making advertising medium are centered in its editorial policy—which is the education of the public in matters pertaining to health, hygiene and sanitation.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**Quality Circulation
Brings Returns**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203. **President and Secretary, J. I. ROMER.** Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHERS, Manager. D. S. LAWLER, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy: Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York November 14, 1912

A Common Nuisance The subject of substitution is one which wise manufacturers handle with gloves and refuse to regard too seriously. The good will of the dealer is too valuable to risk throwing away for the sake of a few sales, more or less. The real value of past campaigns against substitution is questionable.

As long as substitution is merely a doubtful business policy on the part of the individual merchant, it is best handled by methods of persuasion. But there are times when it is no longer a matter of mere business policy; when it becomes a moral question which must be settled definitely by some authority with the power to enforce its decisions. The success of the case of the Coca-Cola Company against the American Druggists' Syndicate (reported in PRINTERS' INK for October 17) should encourage many a manufacturer who is up against this particular form of insidious dishonesty.

For substitution, in certain quarters, is no longer merely a series of spasmodic raids, but has become an organized assault upon advertised goods. In so far as the attack is honestly conducted, it is no more blameworthy than any other attempt to get business away from competitors, but when it is necessary to look twice and read carefully between the lines to see whether an action for unfair competition is demanded, it becomes a common nuisance.

On the front cover of a recent issue of the *A. D. S. Salesman* (the official organ of the American Druggists' Syndicate) is a column of "deadly parallels." A few quotations from this column are enlightening:

A. D. S. Castoria, 25 cent size...	\$1.25
Castoria, Fletcher's, 35 cent size...	2.80
A. D. S. Fig Syrup, 50 cent size...	1.75
California Fig Syrup, 50 cent size...	4.00
A. D. S. Foot Soap, 25 cent size...	1.25
Johnson's Foot Soap, 25 cent size...	2.00

On an inside page, followed the account of a purchase of Antiphlogistine through indirect channels, and the offer of a cut-price on small quantities, we read:

When the customer asks for the advertised mud let your clerks say—"This is the medicinal mud that leading doctors prescribe in this neighborhood.

"They prescribe it as Catalplasma Kaolini. It is the pharmacopeia preparation—U. S. P.

"Take this and try it. You'll agree that it's better, quicker and more efficacious than any other kind, or you can have your money back."

This little selling talk is short and to the point.

It contains human interest enough to close the sale.

"Of course, you may need a little Antiphlogistine on your shelves but you don't need very much, so we shall reserve the right to cut gross orders of the small and medium sizes to one-half gross if we find our \$5,000 worth of Antiphlogistine running low.

Profits on Anti-Inflammatus, about 170 per cent.

Profit on over-advertised mud—DOUBTFUL.

"Anti-Inflammatus" is, of course, the substitute for the advertised preparation.

Similarly there is a page dealing with a new perfume called "Extract Vegetal Lilasette," and headed, "Beginning the New Reign of Terror in the Plahss

Vawndome." A bottle of Ed Pinaud's "Lilas de France" is shown side by side with the new product, and the text says:

We cannot show very well in the picture how much handsomer your Lila-sette Vegetal is than Ed Pinaud's but it is handsomer, and if you don't think so, you can shoot it back next train.

Likewise there is a raid on Hard Sapolio, Big Ben Clocks, Horlick's Malted Milk and many other advertised goods not mentioned by name, but which any druggist cannot help recognizing.

But the back page is the winner:

Really the A. D. S. ought to quit knocking advertisers and their over-advertised proprietary products.

Advertisers are our best friends. If it weren't for them, we druggists might fall asleep.

But their perpetual advertising keeps able druggists stirred up all the time.

—Keeps druggists busy *changing* requests for advertised patents into deep *desires* for like A. D. S. Goods.

Just by forcing your market and trying to cram his goods down the throats of your customers, willy-nilly, the advertiser paves the way for you to convert the customer to better ways of thinking.

The advertiser sends the customer to your store with a vague impression that he needs a cure for certain symptoms.

—Or that some advertised toilet preparation is wanted.

When the customer arrives how easy for you to win his confidence by straight talk about A. D. S. Preparations and their particular virtues.

Every time a patent is asked for in your store—there is your Opportunity. Make the best of it.

Of course the publication does not advise its readers to hand out A. D. S. products and make their customers think they are getting advertised brands. It would be libelous to assert that it says anything of that kind, for it does not. The text bears every evidence of careful editing by competent legal talent, which is a wise course in view of the recent Coca-Cola episode. But, as we remarked above, substitution is sometimes a moral question.

—

PRINTERS' INK says:
Nobody ever yet got to the head of the procession by following his competitors.

Advertising Apparently Misplaced

"What would you think of a concern that advertised agricultural hardware in an automobile paper or in a metropolitan daily?" asks E. F. Dustin, of Landers, Frary & Clark, New Britain, Conn. "It is quite the common thing," he continues, "for many advertising solicitors to bid for accounts which would appear as utterly incongruous and quite as ridiculous."

Mr. Dustin wants to know whether the publications support their representatives in such solicitation, or whether it is another case of "fattening the batting average." Undoubtedly there is a good deal of solicitation which falls within the class which Mr. Dustin condemns, but as a rule it meets with pretty prompt discouragement on the part of the publication. Cases are not so rare in which an advertising contract has been turned down by the publisher after it had been landed by an overzealous solicitor, on the ground that it could not possibly pay the advertiser.

And on the other hand, a good deal of the advertising which looks to outsiders as though it were sadly misplaced, comes without solicitation at all, and sometimes has to beg its way in. It is comparatively well known that Cyrus H. K. Curtis used the New York *Sun* to advertise the *Ladies' Home Journal* to one man whom he knew to be a reader of the *Sun*. Figuring on the basis of the number of possible advertisers in the *Journal* contained in the circulation of the *Sun*, the "waste" circulation was tremendous. But it was the only sure way Mr. Curtis knew to reach the one man he wanted. So it was a good buy.

Within the last year a prominent publisher of technical journals (The Hill Publishing Company) approached PRINTERS' INK with a view to a possible advertising contract. He was told that it was a question whether PRINTERS' INK reached enough people in his purely technical lines to pay him. It was agreed that we would go over the list of his own adver-

tisers and possible advertisers, compare them with PRINTERS' INK's subscription list, and report exactly how great the effective part of our circulation would be. The result was an order for a page every week for a year. Off-hand judgment regarded PRINTERS' INK as a very unprofitable medium with which to reach buyers of space in technical papers. The actual facts and figures reversed that judgment.

Nobody would expect a cheap dressmaking paper to sell expensive pianos, yet a concern which used such a medium because its publisher bought a piano for seventy-five per cent cash and twenty-five per cent trade received more business per dollar of expenditure than came from some of the more "logical" mediums. To a certain extent every individual case is a law unto itself, and it is never safe to assume unjustifiable solicitation because an account appears in what looks like an inappropriate medium.

PRINTERS' INK says:

Talk up the goods, but don't apply dirigible copy to a toy balloon product.

Value of the Business The military commander sends out his scouts

Scout and gets all available information before proceeding with his extensive plans.

Some commanders of business campaigns are wisely following the example of the military men in this respect.

Not long since an investigator went out to see what engineers and superintendents of plants took into consideration when they bought leather belting. The facts that were dug up by the scout enabled those who were planning the campaign for a distinctive leather belting to proceed along original and effective lines.

The keen and observant salesman can bring in much information from the firing line. But the very fact that the salesman is a salesman hinders him from doing the most effective scout work. It

is difficult for the purchasing agent or the superintendent to get rid of the idea that after all the only thing the salesman is out for is to sell something.

Therefore, the advertisers of the O'Sullivan Rubber Heel have found it expedient to send out a man to look into conditions in large business institutions, schools, libraries, etc., who was not allowed to sell anything. Furthermore, it was announced beforehand to the concerns visited that the rubber-heel man would not be allowed to sell anything. The result was that this representative of "Next to Wings" had no difficulty in getting to see men from whom he could and did obtain much interesting information.

The International Correspondence Schools, in an effort to determine the causes that lead students to discontinue studies before completing their courses, sent out a man of sociological qualifications to do scout work. He discovered, among other interesting things, that a great many people are troubled with poor eyesight without realizing it. The result of his report was an immediate movement on the part of the Correspondence Schools to help students to correct this obstacle in the way of proper study.

The most progressive department stores have long made good use of shoppers—who perform a certain kind of scout duty. It seems likely that the scout idea is one that many more advertisers could adopt to advantage.

PUSHING FOR STATUTE IN CONNECTICUT

The Business Men's Association of Hartford, Conn., has subscribed to the movement against fraudulent advertising and recently voted to ask the co-operation of the State Association in endeavoring to secure the passage of laws against the publication of misleading statements on the part of advertisers. The association proposes to draft a bill providing for a maximum fine of \$500 to be imposed upon persons "who make or cause to be made any statement misleading to the purchaser of an article advertised."

W. J. Gallagher, formerly of the promotion staff of Outing Publishing Company, is now business manager of *Forest and Stream*, New York.



Copyright, The Century Co.
A page from the November number of
ST. NICHOLAS.

Don't judge the
value of St.
NICHOLAS in the
dark. Throw on
it the search-lights
of fact and truth.

ST. NICHOLAS MAGAZINE

means more than a magazine to its readers. It is an educational institution—mentally, morally, and physically. It is a comrade that amuses, inspires, and teaches boys and girls. Mothers and fathers welcome it into the home because it provides their children with the best of everything that goes to feed young minds.

ST. NICHOLAS is a living, breathing, progressive bit of our American life—continuing the work it began four decades ago—and says, "Work with me, for my work is right."

In the words of Thomas Huxley, it believes that young Americans should "Learn what is true, in order to do what is right."

Any good reliable manufacturer who expects to be in business next year, and the year after, will eventually want these ST. NICHOLAS readers for his customers. Make friends of them now while they are at an age when impressions are most easily made.

DON M. PARKER
ADVERTISING MANAGER
UNION SQUARE, NEW YORK

Does Your Business Need Such a Man?

I want a job where I can utilize my experience as an advertising, mail order and sales executive.

My greatest success was selling a particularly difficult proposition by mail, but I have created a demand for and sold other things.

I am rated a successful and versatile writer of advertisements, booklets and other literature of a salesmaking and money getting character; am familiar with the graphic arts and know how and where to buy and apply printer's ink advantageously.

For any business requiring a loyal worker of my calibre and ability and that can stand an infusion of new ideas and hustling methods my services should prove desirable and profitable.

Personally I am under forty, am healthy, cheerful, temperate, tactful, aggressive, have an analytical mind, sound judgment, staying qualities and an abundance of horse sense.

Only financially sound, square dealing people offering a definite proposition without strings and willing to pay liberally need answer this advertisement. No money will be invested.

Address, stating proposition,
Executive, Box 30, care of Printers' Ink

WANTED RELIABLE COPY MAN

There is a place for a good man in small city of Middle West. Must be reliable, of good habits, a consistent producer and seeking a permanent position. Experience in agricultural lines desirable. Ability as a trade letter writer considered.

Give experience, references, salary in last job and full information in first letter.

Address "West," Box 29,
care Printer's Ink.

DISCREETNESS IN USE OF PREMIUMS

ONCE ADOPTED THE PREMIUM PLAN IS DIFFICULT TO DROP--HOW PREMIUMS MAY BE USED INDIRECTLY

By George N. Roberts

One objection to the premium as a sales booster is that, once adopted, it is not easily dropped.

A Western flour mill, in order to stimulate local sales, purchased an assortment of crockery and proceeded to pack a coupon in each sack of its flour. Two coupons were exchangeable for a cup and saucer, five got a dozen dishes and fifty were good for a complete dinner set.

The scheme, exploited in the local newspapers, was a quick success and produced the desired increase in sales. Later on the premium coupons were dropped. The sales of the flour immediately fell off. Although the flour was a good one and as low in price as any of the other brands in that market, people figured that, when the coupons were omitted, they were getting less for their money than they had been getting and promptly transferred their patronage to a rival flour.

There is no question that the coupling of a premium to an article of merchandise often has a tendency to divert attention from the real merit of that article. A retailer of ranges uses a clever application of the premium appeal that avoids this objection.

His standard range sells for fifty-five dollars. He gives no premiums with his ranges. But, at his store, is displayed a set of graniteware pots and pans that the average housewife observes with envy.

Having bought a range, the buyers' attention is directed to this handsome set of graniteware and the salesman begins quite confidentially: "Perhaps you have a friend in your neighborhood who needs a new range. Now, Mrs. Smith, if she saw your new range she might become interested in one for herself. In that event, if

she should purchase a range from us, we shall be very glad to make you a present of these saucers. No, we do not give any premiums with our ranges—the price is too low. But, of course, it costs us something to sell a range and if you help us make an extra sale we can afford to give you this full set of graniteware as a sort of commission on the sale."

The scheme sells lots of ranges where a straight premium offer would not.

REMOVING DEALERS' OBJECTIONS TO WINDOW DISPLAYS

St. AUGUSTINE, Fla., Oct. 12, 1912.
Editor of PRINTERS' INK:

I have read with interest articles published in your magazine on the small town merchants' windows. It is the same old story in all the smaller towns, some of the windows are good, some are mediocre, and some are—not.

The displays put in by the traveling man are all right, but he leaves the merchant to clean up the mess when he takes the display out. I have heard complaints about that. One grocer in this city said "never again," when I remarked upon the nice showing of a Cottolene window. He said it took one of his clerks half a day to get the paste off the window.

If I had the necessary knowledge of conditions and also some money, I believe I would form an organization similar to the billposters to handle window displays. When a manufacturer sends out posters he is pretty sure that they will be used, and be used as they should be, for he sends instructions with them and these instructions are read and followed.

With an organization of this kind the central office could furnish at a moment's notice the number and size of the windows in any line of goods, in any part of the country, and the displays could be made accordingly, sent out to the members of the organization, and they would then be put in and be taken out without expense or trouble to the merchant.

It seems to me that the most difficult part of this plan would be to get the right party for the member of the organization, but since the traveling salesmen would inspect the displays any inefficiency would soon come to light.

At any rate, keep at it until a plan is found that will do the business.

F. A. SUTTON.

Advertising men of Iowa are urging the passage of a bill to be before the coming session of legislature establishing a publicity bureau for immigration for the state. Iowa was one of the states which lost population the last ten years and the citizens are urging that the advantages of the state be made known to immigrants.

Real Evidence

An examination of

The Atlantic Monthly

subscription list in any city will demonstrate that it reaches the homes of the substantial citizens in that community.

We invite you to prove this statement.

"The circulation of The Atlantic extends to the Pacific"

Walter C. Kimball, Inc.

Advertising Managers

Chicago

New York

Boston

A List of a Thousand of the Subscribers to PRINTERS' INK, Entitled "A Struck Jury," Was Sent to Publishers and Advertising Agents

Following are some of the comments it called forth:

"I think it is a good idea well carried out, which means that good results will surely follow. Here's hoping they will be big as well as good."

J. A. Wood, N. W. Ayer & Son.

"The list of one thousand subscribers which you print is certainly surprising. It would seem more like a complete list of the leading companies in the United States made up from Dun's or Bradstreet's, than a selection of the subscribers of any one publication. The list is convincing and your comments at the top of the pages are very much to the point."

F. W. DAUCHY, President, The Dauchy Company, New York.

"... the contents are very interesting and the booklet is a very valuable acquisition to anyone who may be interested. I shall place it in my library as a very excellent reference."

JAMES RASCOVER, President, Albert Frank & Company.

"A mighty good list compiled in an uninteresting form."

JOHN BURGESS, The Daily News, Minneapolis, Minn.

"Most impressive."

H. K. McCANN, New York.

"Made me realize for the first time what it means to have an ad in PRINTERS' INK. Had no idea that you reached so many people of so much importance."

FRANK FINNEY, New York.

"Great stuff."

ROBERT TINSMAN, Federal Advertising Agency, New York.

"Not possible for any publication to have better subscription list. Convincing evidence."

E. T. HOWARD ADV. AGENCY.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street, New York City

NOVEMBER MAGAZINES
ADVERTISING IN THE LEADING
MONTHLY MAGAZINES FOR
NOVEMBER

	Agate Pages.	Lines.
Cosmopolitan	211	47,432
Review of Reviews.....	145	32,648
Everybody's	125	28,065
Sunset—The Pacific.....	134	27,888
World's Work!.....	113	25,424
McClure's	103	23,184
Hearst's	86	19,339
Scribner's	82	18,506
American	81	18,229
Harper's	74	16,648
Current Literature.....	73	16,352
Munsey's	67	15,652
Century	67	15,008
Uncle Remus's (cols.).....	67	13,320
Atlantic Monthly.....	57	12,936
People's Popular Monthly (cols.)	55	10,314
*Popular	45	10,192
Red Book.....	42	9,408
Wide World.....	39	8,796
Home Life (cols.).....	47	8,125
Lippincott's	36	8,064
Argosy	34	7,619
Bookman	33	7,398
Ainslee's	32	7,368
American Boy (cols.).....	36	7,298
National	32	7,184
Overland	29	6,496
Metropolitan (cols.).....	38	6,460
St. Nicholas.....	27	6,160
Boy's Magazine (cols.).....	31	5,697
Strand	24	5,432
All-Story	22	4,928
Blue Book.....	21	4,704
Smart Set.....	20	4,592
Smith's	16	3,742
Pearson's	15	3,360

VOLUME OF ADVERTISING IN
LEADING WOMEN'S MAGAZINES

	Agate Pages.	Lines.
*Vogue (cols.).....	566	87,212
Ladies' Home Jour. (cols.)	191	38,340
Woman's Home Companion (cols.)	145	29,050
Good Housekeeping Mag.	123	27,720
Delineator (cols.).....	127	25,420
Designer (cols.).....	112	22,592
Woman's Magazine (cols.).....	112	22,510
Pictorial Review (cols.)...	112	22,400
Modern Priscilla (cols.)...	113	19,102
Ladies' World (cols.).....	90	18,000
McCall's (cols.).....	129	16,879

*2 issues.

LIPPINCOTT'S
MONTHLY MAGAZINE

A Thirty
Years' Test

Last week we rummaged through a few old dusty copies of Lippincott's just to see who our advertisers were back in the '80's. Here are some of them:

Burpee & Co.
Baker's Cocoa,
Pears' Soap.
Colgate & Co.

And in the '90's:

Mennen's,
Smith Premier Type-
writer Co.,
Vose Piano,
Cuticura Soap,
Libby, McNeill &
Libby.

Judgment was a vital factor in building up such big enterprises.

They're still with us today—most of them every month.

A 30 years' test reaches far beyond the experimental stage.

LIPPINCOTT'S
MONTHLY MAGAZINE

PHILADELPHIA

NEW YORK	CHICAGO
156 Fifth Ave.	1502 Tribune Bldg.
BOSTON	DETROIT
24 Milk St.	1329 Majestic Bldg.

	Pages	Agate Lines
Mothers' Magazine (cols.)	101	18,635
People's Home Jour. (cols.)	58	11,600
Housewife (cols.)	56	11,300
Housekeeper (cols.)	51	10,230
Woman's World (cols.)	52	9,100
To-Day's (cols.)	43	8,628
Harper's Bazar (cols.)	27	5,550
Needlecraft (cols.)	26	5,041

**VOLUME OF ADVERTISING IN
LEADING MONTHLY MAGA-
ZINES CARRYING GENERAL
AND CLASS ADVERTISING**

	Pages.	Agate Lines.
Motor (cols.)	432	72,576
System	151	33,932
Motor Boating (cols.)	191	32,182
Popular Mechanics	130	29,234
Country Life In America (cols.)	160	27,285
Architectural Record	111	24,976
Outing	63	14,112
Popular Electricity	62	13,944
House Beautiful (cols.)	98	13,720
Field & Stream	52	11,662
Craftsman	52	11,648
Suburban Life (cols.)	64	10,965
International Studio (cols.)	78	10,920
Theatre (cols.)	64	10,580
House & Garden (cols.)	71	10,034
Technical World	43	9,650
Travel (cols.)	59	8,370
Outdoor Life	36	8,176
Illustrated Outdoor World & Recreation (cols.)	47	8,036
Outer's Book	35	7,952
American Homes & Gardens (cols.)	39	6,657
Garden (cols.)	44	6,230
Arts & Decoration (cols.)	43	6,020
Extension Magazine (cols.)	31	4,964

**VOLUME OF ADVERTISING IN
LEADING CANADIAN MAGAZINES**

	Pages.	Agate Lines.
*Canadian Courier (cols.)	245	45,371
MacLean's	120	26,880
Canadian Magazine	111	24,872
Canadian Home Journal (cols.)	22	4,532

*October (weekly).

**VOLUME OF ADVERTISING IN
LEADING WEEKLIES IN
OCTOBER**

	Agate Columns.	Agate Lines.
October 1-7		
Saturday Evening Post	189	32,130
Collier's	79	15,143
Literary Digest	105	14,799
Town & Country	57	9,832

	Agate Columns.	Agate Lines.
Life	57	8,079
Independent (pages)	31	6,944
Christian Herald	32	5,497
Leslie's	24	4,873
Associated Sunday Mags.	26	4,736
Outlook (pages)	19	4,380
Forest & Stream	26	3,946
Harper's	17	3,530
Youth's Companion	17	3,401
Scientific American	16	3,208
Illustrated Sunday Mag.	17	3,100
Churchman	18	2,960
Judge	15	2,107

October 8-14

Saturday Evening Post	189	32,195
Town & Country	118	20,078
Collier's	61	11,641
Literary Digest	72	10,189
Scientific American	50	10,154
Life	56	7,851
Semi-Monthly Mag. Sec.	30	5,113
Leslie's	23	4,663
Associated Sunday Mags.	24	4,399
Outlook	19	4,396
Christian Herald	22	3,886
Judge	26	3,688
Forest & Stream	24	3,598
Illustrated Sunday Mag.	18	3,400
Independent (pages)	13	3,024
Churchman	17	2,800
Youth's Companion	13	2,623
Harper's	11	2,312

October 15-21

Saturday Evening Post	172	29,240
Literary Digest	81	12,103
Collier's	62	11,820
Town & Country	50	8,688
Life	51	7,212
Christian Herald	30	5,189
Associated Sunday Mags.	26	4,702
Leslie's	18	3,654
Outlook (pages)	16	3,644
Scientific American	18	3,626
Churchman	21	3,570
Forest & Stream	24	3,523
Illustrated Sunday Mag.	18	3,350
Harper's	16	3,298
Independent (pages)	12	2,699
Youth's Companion	11	2,365
Judge	16	2,253

October 22-28

Saturday Evening Post	160	27,200
Outlook (pages)	106	23,772
Literary Digest	110	16,136
Collier's	61	11,676
Town & Country	66	11,332
Life	57	8,070
Leslie's	30	6,009
Christian Herald	35	5,950
Semi-Monthly Mag. Sec.	34	5,781
Associated Sunday Mags.	27	5,019

THE HOUSE BEAUTIFUL

Steadily increasing patronage is a sure indication of advertising value.

In 1911 THE HOUSE BEAUTIFUL carried 2,044 lines of advertising in the automobile industry, including tires and accessories; in 1912, the total increased to 6,844, a gain of 234%.

JANUARY is the **Annual Motor Number**

Advertising forms close December 5th. Have you reserved space?

Circulation **50,000** guaranteed

WALTER C. KIMBALL, Inc.

Advertising Managers

Nelson J. Peabody, Western Manager Paul W. Minnick, N. Y. Manager
14 W. Washington Street, Chicago 1 Madison Avenue, New York

Tilton S. Bell, New England Manager, 6 Beacon Street, Boston

	Columns.	Agate Lines.
Youth's Companion.....	25	5,016
Forest & Stream.....	33	4,936
Scientific American.....	22	4,527
Illustrated Sunday Mag.	21	3,840
Independent (pages)....	12	2,866
Churchman	17	2,740
Harper's	12	2,578
Judge	16	2,281

October 29-31

Life	41	6,188
Leslie's	29	5,949
Christian Herald.....	28	4,900
Youth's Companion.....	15	3,179
Independent (pages)....	11	2,670

TOTALS FOR OCTOBER

Saturday Evening Post.....	120,765
Literary Digest	53,527
Collier's	50,280
Town & Country.....	49,910
*Life	37,400
Outlook	36,192
*Christian Herald	25,422
*Leslie's	25,148
Scientific American.....	21,515
Associated Sunday Magazines	18,856
*Independent	18,203
*Youth's Companion	16,584
Forest & Stream,.....	16,003
Illustrated Sunday Magazine	13,690
Churchman	12,070
Harper's	11,718
*Semi-Monthly Mag. Section..	10,894
Judge	10,329

*5 issues.

†2 issues only.

**RECAPITULATION OF LEADERS
IN MONTHLY CLASSIFICATIONS**

	Pages.	Agate Lines.
1. Vogue (cols.).....	566	87,212
2. Motor (cols.).....	432	72,576
3. Cosmopolitan	211	47,432
4. Ladies' Home Journal (cols.)	191	38,340
5. System	151	33,932
6. Review of Reviews....	145	32,648
7. Motor Boating (cols.)	191	32,182
8. Popular Mechanics....	130	29,234
9. Woman's Home Com- panion (cols.).....	145	29,050
10. Everybody's	125	28,065
11. Sunset—The Pacific....	124	27,888
12. Good Housekeeping Mag.	123	27,720
13. Country Life In Amer- ica (cols.).....	160	27,285
14. MacLean's	120	26,880
15. World's Work.....	113	25,424
16. Delineator (cols.)....	127	25,420
17. Architectural Record..	111	24,976
18. Canadian Magazine....	111	24,872

	Pages	Agate Lines
19. McClure's	103	23,184
20. Designer (cols.).....	112	22,592
21. Woman's Mag. (cols.)	112	22,510
22. Pictorial Review (cols.)	112	22,400
23. Hearst's	86	19,339
24. Modern Priscilla (cols.)	113	19,102
25. Scribner's	82	18,506

*2 issues.

**THE INDEPENDENT GUARANTEE
BY RETAILERS**

We have the complaint of a manufacturing house that retailers are going too far in guaranteeing to return goods that do not satisfy completely in wear and in looking to the concerns from which they bought to make good. We are asked to discourage the modern trend in that direction.

Frankly, and as still further evidence that our editorial right hand does not know or care what our business left hand is doing, we are going to take the directly opposite tack. It is the biggest feather in any merchant's cap that he is known to make good without any fuss or argument whatever his pledge of satisfaction in the wearing qualities of his merchandise.

Look at it from the practical standpoint. Some people will take undue advantage of the offer. They are very few. Usually they are ashamed of themselves after they have "put one over" on a merchant. We have faith in the honesty of most men. One of the largest restaurant businesses in New York City—perhaps the largest—is built upon that principle. You go in and order or help yourself to whatever you like and you tell them at the cash counter as you go out how much worth of fodder you partook of. The man who would hold out a nickel or a dime there is of a class with the man who would declare his purchases were not durable when he knows they were. Happily such men are scarce.

But it is not because dishonest men are scarce that the policy of pledging satisfaction is advocated here. It is because it pays. That is the final test of any policy that has nothing shady about it.

As most manufacturers do not sell with any such guarantee, however, they are in no sense under any moral obligation to replace. The merchant who asks it without personally knowing that the goods were really defective is trying to impose upon the manufacturer or taking advantage of his business relations with the manufacturer to get something he does not deserve on false pretense.

All the same, the manufacturer is wise who meets such demands—generally. He is foolish only when he finds he is dealing with an unscrupulous merchant, because some do it really thinking they are in the right. The unscrupulous merchant he ought to cut off his list promptly, and he would be justified in reporting the circumstances to others.

Let's all play fair!—*The Haberdasher.*

Napoleon Once Said:

*"Changing front under fire
has lost many a battle"*

Some magazines are changing front; others are winning battles.

The success of a magazine depends not on its shape or size but upon the hold its editorial contents has upon its readers.

It doesn't matter whether a magazine you advertise in is round or square, saddle stitched (flat) or bound in standard magazine style.

It does matter whether it has influence and is progressive.

The magazine with a *message*, which instructs and entertains, will move onward and upward each month, though it be round, square, or oblong and though it be bound with pins or staples.

HEARST'S MAGAZINE reflects its calibre in its Table of Contents.

The following record of lines of advertising carried proves the above contentions, indicating progress because of increased circulation:

	1911	1912	Gain	%Gain
April†	9256	9872	616	7
May	8568	11088	2520	29
June	6216	11236	5020	81
July	5152	8605	3453	67
August	4438	8572	4134	93
September	5479	15867	10388	189
October	6272	19564	13292	212
November	7823	19333	11510	*147
Total	53204	104147	50933	96

* Closed five days earlier. † Beginning April, World To-day changed its name to Hearst's Magazine and immediately showed a gain.

Hearst's Magazine
381 Fourth Ave., New York

Chicago Office, 437 Marquette Building

"PRINTERS' INK'S" FOUR-YEAR RECORD OF
NOVEMBER ADVERTISING

	1912.	1911.	1910.	1909.	Total.
Cosmopolitan	47,432	36,288	34,000	35,083	152,803
Review of Reviews	32,648	34,944	33,824	41,888	143,304
Everybody's	28,065	32,609	38,472	41,664	140,810
McClure's	23,184	32,508	36,556	37,840	130,088
Scribner's	18,506	27,552	29,680	33,161	113,399
World's Work	25,424	22,938	28,000	31,007	107,699
Sunset—The Pacific	27,888	29,120	26,208	23,632	106,748
American	18,229	21,784	31,024	32,704	103,741
Munsey's	15,653	27,349	29,344	39,428	101,773
Century	15,008	20,944	24,360	25,760	86,772
Harper's	16,648	20,356	24,972	22,900	84,876
Current Literature	16,352	19,104	20,160	13,216	68,532
Uncle Remus's	13,320	13,612	12,530	18,830	55,942
Red Book	9,408	13,588	14,336	15,232	52,644
Atlantic	12,936	13,496	13,682	12,208	52,222
Hearst's	19,339	7,823	10,024	12,412	49,598
Argosy	7,619	12,768	12,872	16,240	49,39
Ainslee's	7,368	8,176	10,528	9,184	35,576
Pearson's	3,360	8,571	9,408	12,188	33,622
Lippincott's	8,064	8,960	6,944	8,288	32,256
American Boy	7,293	8,476	8,200	7,260	31,299
All-Story	4,928	7,455	8,288	8,442	29,113
Metropolitan	6,460	7,517	8,447	5,264	27,688
Blue Book	4,704	5,376	6,272	5,824	22,176
Strand	5,432	4,760	5,152	6,720	22,064
St. Nicholas	6,160	5,488	3,808	5,432	20,888
Smith's	3,742	4,368	5,600	6,496	20,206

405,169 456,230 492,691 523,298 1,877,388

WOMEN'S MAGAZINES.

*Vogue	87,212	77,064	47,124	47,586	258,986
Ladies' Home Journal	38,840	37,100	40,800	37,270	153,510
Woman's Home Companion	39,050	35,646	34,700	28,600	127,996
Good Housekeeping Magazine	27,720	30,369	30,128	28,448	116,665
Delineator	25,420	26,306	27,200	24,115	103,041
Designer	22,592	23,863	23,600	19,150	88,205
Woman's Magazine	22,510	23,329	22,400	19,000	87,239
Pictorial Review	22,400	21,400	20,400	16,856	81,056
Modern Priscilla	19,102	22,504	20,162	19,029	80,798
Ladies' World	18,000	18,200	19,867	18,667	74,734
McCall's	16,879	18,358	19,068	15,812	70,117
Housekeeper	10,230	18,825	19,800	14,800	58,655
Harper's Bazar	5,550	9,213	13,000	14,112	41,875

345,005 357,177 337,250 303,445 1,342,877

CLASS MAGAZINES.

Motor	72,576	68,418	66,042	55,440	362,476
System	33,932	33,082	32,502	35,128	134,644
Country Life In America	27,285	34,398	42,290	30,132	134,105
International Studio	10,920	12,320	18,440	15,680	57,360
Outing	14,112	13,244	13,048	9,112	49,516
House Beautiful	13,720	12,520	12,805	8,986	48,031
Suburban Life	10,965	12,325	12,039	9,804	46,133
Theatre	10,860	11,088	12,200	10,363	44,511
Field & Stream	11,662	9,576	11,082	10,472	42,742
Technical World	9,850	9,632	10,134	10,456	39,872
Garden	6,230	7,745	7,354	7,700	29,029
American Homes & Gardens	6,657	5,598	5,470	7,000	24,725

228,569 229,946 243,856 210,273 912,144

OCTOBER WEEKLIES.

Saturday Evening Post	120,765	112,273	127,330	111,270	471,838
Collier's	50,280	54,833	72,016	58,470	235,599
Literary Digest	53,527	48,109	51,160	47,196	199,992
Outlook	36,192	39,788	47,824	55,114	178,918
Life	37,400	31,651	30,320	29,565	122,936
Leslie's	25,148	24,740	21,832	21,250	92,970

323,312 311,394 350,452 316,865 1,302,053

Grand Total..... 1,302,055 1,354,747 1,423,779 1,358,881 5,434,462

*2 issues.

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month and in other years only four issues to the month.

The real West waits for you

There's just one sure way to get into the market "beyond the Rockies"—that's putting your advertising in the magazine that goes to the *homes of the people* "beyond the Rockies"—

SUNSET

The Pacific Monthly

Start the year right. Forms of the January number do not close until December 2—ample time for you to "get in right."

Analyze this great throbbing *real* Western land. Read over Sunset—The Pacific Monthly. Get a line on the standard advertisers who use it throughout the year. They are winning through its columns. Your share awaits you! *Your opportunity is wide open!*

Just address like this:

"Sunset—The Pacific Monthly"

Wm. Woodhead, Business Mgr., San Francisco

OR THE EASTERN OFFICES:

Chicago—78 West Jackson Boulevard, L. L. McCormick, Mgr.
238 Marquette Building, G. C. Patterson, Mgr.
New York—37 East 28th St., W. A. Wilson, Mgr.



MAKING ELECTROS PULL FOR THE DEALER

HOW THE UNITED CIGAR STORES LINKS ITS ARGUMENT OF LARGE VOLUME TRADE TO THE REPUTATION OF AN ADVERTISED BRAND—MAKING ELECTROS TO FIT IN WITH DEALERS' OWN CAMPAIGN

By Munson Hunt.

To turn out a set of dealer co-operating electrotypes so compelling as to convince the dealer at first sight that they will help him in his business is a problem that confronts many an advertising manager who has studied his field. To most managers the problem is not "What kind of electros will pull best in the newspaper?" but "What kind of electros will the dealer be willing to use?"

The Association of National Advertising Managers recently sounded the dealer field on this subject, as was reported in PRINTERS' INK. An estimated third of its queries brought back the reply that the dealer does not like newspaper cuts sent him gratis—for some reason or other. Among the returns were such reasonable answers as implied that many cuts sent out are "hideous artists' dreams" or that the screens on which they are made do not conform to what is needed in newspaper printing, or that the ads as gotten up contain too much of the manufacturer's story and too little of the dealer's.

All these objections are quite logical if one considers that the dealers to whom the cuts go are for the most part country merchants who figure closely in buying newspaper white space, and who usually want to find a dollar and a quarter in the cash drawer at night for every dollar that goes out in the morning.

Undoubtedly these dealers would

like to use all the cuts sent them, but many manufacturers forget that the live-wire dealer in the small town of to-day is planning his campaign in his newspaper just as accurately as the manufacturer is planning his own. Thus it happens that cuts with copy that has to do with hot weather sometimes cannot be sandwiched into service in the dealer's appropriation until Christmas, when they would be valueless to him. The dealer, as a rule, does not tell the manufacturer about this, but accepts the stuff with the idea that the donor is wealthy and very seldom bothers to follow the matter up. Perhaps this is too often the case.

The problem of what is the proper screen for newspaper cuts for dealers, and what is the proper amount of "art" to interject into the copy needs little discussion. Suffice it to say that the question of screens and art is easily settled with a little experience.

But it has taken much keen observation and considerable study of ethics to evolve a rule that can be followed in making up copy. Some concerns have achieved notable success in sending out copy into which the dealer can merely fit his name, and leave it at the newspaper office, and it is generally conceded that these cuts are more acceptable to the dealer than those that are made up as mere mortises, leaving the dealer a chance to tell his own story about the goods mentioned at the top of the cut, a task too great to be undertaken by the average dealer.

Recently, however, there has been a tendency in the preparation of cuts for dealer work to make use of a new theme in telling the distributor's story for him. In such old style cuts as those of Shur-On eyeglasses, for instance, the copy writer put in too much "Shur-On" and too little dealer.



While the electros were attractive, many of them were not acceptable to the dealer because they dwelt too largely on the "Shur-On" feature and too little on the fact that they were obtainable at some particular dealer's store. The dealer's store is a bigger thing to him than any particular brand of goods, even if he sets aside certain days to feature such goods. The dealer never loses sight of the fact that no doubt people know about advertised goods, but do they know that he

—he—is the merchant to whom they should go for them? The advertisement that is so prepared as to set up a store as being worthy because it carries the brands the manufacturer wants the dealer to sell is most apt to get the dealer's O.K.

Much of the manufacturer's dealer-copy seen nowadays is following out this idea. These manufacturers realize that the newspaper ad of the dealer must correspond with his show window. The story of the show



Double the Efficiency of Your Employes and Protect Their Health

Most cases of lack of energy can be traced to poisoned, breathed-over air. While lack of fresh air is fatal to good work, draughts are equally fatal to good health.

Ideal Window Ventilators and Draught Deflectors

bring in the fresh air and distribute it equally over the room. Positively prevent draughts. Easy to install. Quickly adjusted to every weather condition. Are used and recommended by thousands of well-known architects, corporations and institutions. Perfectly adapted for use in factories and mills, as well as in offices.

Send a Postal for our Fresh-Air Book
which gives detailed description with prices.

IDEAL VENTILATOR COMPANY
362 Weybosset Street Providence, R. I.
New York Chicago St. Louis Cincinnati Cleveland Detroit



1847 ROGERS BROS.

"Silver Plate that Wears"

The famous trade mark 1847 ROGERS BROS. guarantees the *heaviest* triple plate.

CROMWELL PATTERN

Guaranteed by the largest makers of silverware.

Send for Catalogue "P".

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO




window is that "John Jones" has "Toasted Corn Flakes" or that "Smith" is selling "Star" Safety Razor blades at fifty cents a dozen. The show-window advertises the store automatically, and adds the qualifying feature of telling about the goods. The newspaper ad must follow the same lines, according to a dealer's logic. It must feature the goods but it must connect the goods positively with the store.

One of the most effective of

United's large volume of trade brings the customer to a United store.

WHAT THE BUYER OF ADVERTISING WANTS TO KNOW

That newspapers should get together and guarantee their readers against loss from advertising appearing in their columns was suggested by Roy Forsyth, advertising manager of Manufacturers Life Insurance Company, Toronto, in an address to the Toronto Ad Club on Tuesday, November 5, on the subject "Some Things the Buyer of Advertising Wants to Know."

Mr. Forsyth said the buyer of advertising wants full information about the quantity, quality and nature of a newspaper's circulation. He wants to know how many copies are sold by subscription; how many from street and news stands; and how much of the circulation is represented by sample and advertiser's copies. He wants proof of the accuracy of these figures, also, and information as to how the circulation was secured—what percentage through premium or cut-rate offers.

Mr. Forsyth scored the newspaper advertising manager who accepts the word of the publisher or others regarding circulation. He said it was the duty of advertising managers and advertising solicitors to know for themselves that the statements they are making are correct. "The advertising manager," said he, "who does not know what the circulation of his publication is has no right to sell advertising."

In conclusion Mr. Forsyth said the buyer of advertising wants the co-operation of the seller, by the advertising of advertising to newspaper readers. This part of his address led to an animated discussion on the question of how far a newspaper should go in advertising its advertising. John M. Imrie, secretary Canadian Press Association, told what this body had done in this connection. He said 1,860,000 lines of daily space and considerable space in the rural press had been used since March 11 of this year to make the functions of advertising more generally known and create greater interest and confidence in advertisers and advertised goods. He said the press of no other country had undertaken this work on so large a scale as over seventy per cent of the daily newspapers in Canada, and many of the weekly newspapers had co-operated in this campaign. Other members, while heartily endorsing this campaign said the newspapers should go a little further and publish editorials on advertising in which they would state that every advertiser and advertised article in their columns was worthy of the full confidence of the public.

SUBSTITUTION UP-TO-DATE

Woman—"Three ounces of carbolic acid, please."

Clerk—"Madam, this is a hardware store; but—er—we carry a fine line of razors and revolvers."—*The Grocers' Review*.

**THE full, real flavor
is reached ONLY in
fresh cigarettes.**

*Only fresh cigarettes sold in
United Cigar Stores.*

Just now Liggett & Myers

Fatima Cigarette

appears to be sweeping
everything before it—
having become the
largest seller in
our stores within
a few months



SOUNDING THE NOTE OF "FRESHNESS"

such ads recently put out is that of the United Cigar Stores calling attention to the freshness of "Fatima" cigarettes, when sold at "United" stores. Everybody who smokes knows "Fatima," and everybody knows that they may be bought most anywhere, but the fact that the United man says he has them *fresh*, implying that all cigarettes he sells are fresh, sends the buyer straight to *his* door. The United ad is not only a boost for the "Fatima," but a boost for all the cigarettes the United stores sell. It is a good argument, that makes the most of an advertised brand, and by linking it with the

"WRITTEN ESPECIALLY FOR MY
BENEFIT"

HICKEY-FREEMAN Co.
ROCHESTER, N. Y., Nov. 9, 1912.

Editor of PRINTERS' INK:

I think I have never picked up a copy of PRINTERS' INK without finding in it some article that seemed to have been written especially for my benefit.

The recent contribution from the Knapp-Felt advertising man, telling of his experience in visiting customers, was easily worth the price of a five years' subscription to me.

Your editorial in November 7 issue,

"The Solicitor as a Bearer of Information," is right to the point. There is a constant stream of solicitors coming to my office, and as Mr. Newmeyer so well puts it, they have a splendid "rush of conversation," but it never occurs to them that the surest way to arouse my interest is to start with the interests and problems of my company—not theirs. On those rare occasions when one of them can tell me something that I really want to know, he gets a very careful hearing and an invitation to call again.

H. F. MORRIS,
Advertising Manager.

Rapid Electrotype Company of Canada Montreal

¶ Our knowledge of Canadian conditions will save you money.

¶ We know which publications require plates,—mounted or flat,—which can take mats.

¶ We know when and how to ship your plates so as to catch insertion dates,—and save on express charges.

¶ Is this information valuable to you?

Write For Prices

WE GIVE YOU EFFICIENT
Service as well as
good Slides

When you get your advertising lantern slides from us you get quick, careful, efficient delivery and a service that is built to serve your convenience and interests at every turn. Add to this the fact that you get the best slides and you have a combination that spells profit for you.

Write for further information. You'll be interested.

NEOSHO SLIDE COMPANY

108 Spring Street,

Neosho, Missouri

The Little Schoolmaster's Classroom

Just why most printers want to increase the number of sub-displays, set display lines in all capitals and lead out text matter even when it is set in narrow measure no one seems to know. These are common failings that the advertising man simply has to look out for as best he can.

* * *

The knack of adapting is something that many men seem never to acquire. If they buy a book or subscribe to a business magazine they are disappointed if much space is not devoted to their particular line. If the magazine prints a fine article on demonstrations and uses the cash register as an example, they do not see why the subject should not have been numbering machines or some other device in which they are particularly interested. They do not see, in a furniture store's soliciting letter to newly married couples ideas that an insurance man can adapt. Oh, no, every example used in demonstrating a principle must be taken from their own particular line, or they cannot see its value. A textbook writer who was preparing a treatise on salesmanship selected—after covering general principles—a dozen widely different lines of selling to illustrate the principles already covered. He thought that by showing how a dozen different specialty salesmen applied the principles of good salesmanship things would be clear to the reader, no matter what he was selling. To his astonishment and amusement, a reader of this salesmanship work recently wrote, gravely calling attention to the fact that *the selling of portable houses had evidently been overlooked in the list of illustrative articles!* What this reader wanted was an encyclopedia of selling points so that he might be saved the trouble of doing his own thinking and adapting. He did not stop to figure out

that even had the writer dealt with portable houses, as an example, all of the data would not probably have fitted his product and problems. The argument that applies to the \$1,000 automobile would be different from that which the salesman of the \$5,000 machine would use. Great success is not likely to be won by the man who cannot analyze and adapt.

* * *

It sounds rather strong, but there are twenty-three automobiles owned in Dushore, a Pennsylvania country town of 850 population—one to about each forty of population. Can you beat it?

* * *

Wanted.—The name and address of anyone who has read all, or even a good part, of the matter contained on the Taft posters. The Taft advertising in the magazines has been set in a remarkably readable style, but someone made a bad blunder in preparing copy for the posters; they contain about four hundred words, in addition to a large portrait of the President, when there is room for less than forty words if the matter is to have good poster display.

There would be considerably more good advertising if those who arrange copy would always take account of the range at which readers will read the matter and the amount of time that they are likely to give to it. Posters are read mainly by people who are walking or riding. These people may stop for a moment or two, if walking, but they are not likely to stop a long time or walk over as close to a board as they would have to do in order to read such posters as those put out for President Taft. The text matter need not be confined to a name or a phrase; indeed, the Schoolmaster thinks that, as a rule, a poster ought to bring out a selling point for the product

advertised; but it is common to see advertisers go to extremes and put on so much matter that the poster fails to get the reading it ought to have. Then there are other advertisers who treat the advertisement that is to be held in the hand and read at a range of perhaps a foot as if it were a poster. On the poster every line should be a display line, but if this idea is carried out in the newspaper or the magazine advertisement the result is likely to be overdisplay and great loss in reading quality. It is frequently said that the writing of an advertisement is a simple matter, but after all, there is considerable care to be taken into account.

* * *

A reader of the Classroom puts this question to the Schoolmaster: "What percentage of the requirements of an employee lies in experience?" He goes on to say that his idea of the selling points for a man taking up advertising work comprehends education, character, imagination, ability to write clear and concise English, inquisitiveness, observation, honesty and ability to work; and he supplements his first question by asking: "Does lack of experience overbalance entirely the rest of the list?" No, lack of experience does not overbalance all the other qualifications in every case. It might in some cases, and properly so. It would be injudicious to put an entirely inexperienced man in some positions no matter how strong his general qualifications might be. In some other positions, where the responsibility is not heavy or the wage large, experience though desirable is not indispensable. The qualities named by this reader are all important, but certainly a man possessing them does not grow to his full stature until he has had some experience. No one can answer the question as to what the ratio of experience to other qualities is. Some men have so much natural aptitude for advertising work that a little experience sends them up the ladder fast. Others with small measure of aptitude for advertising do not get very

A Real Job

For a Real Man

A certain advertising man needs a young understudy who can soon crowd him out of his job into a better one.

This understudy must have the habit of work—a quick grasp of fundamentals—ability to plan work for others—force and sympathy enough to get his plans through.

As to experience—well, that is good, but the big need is for a man with the right idea plus a little practical knowledge and rather a broad viewpoint.

The concern is large and growing. The job eventually is the one the Chief now has. The salary from the start will be nearer the Chief's than he would like to have it known.

Address,

"Understudy"—Box 28
Care of
Printers' Ink



People That Know

a good paper also
know good mer-
chandise.

The Pittsburgh
Sun is a paper of acknowledged
excellence.

The Pittsburgh Sun

Emil M. Scholz, General Manager.
CONE, LORENZEN & WOODMAN,
Foreign Representatives.
NEW YORK CHICAGO

Declined Applications

About 15 per cent of all applications for Life Insurance are **declined**. A large percentage of the rejected can obtain insurance in **strongest companies**. I am a specialist and have saved clients thousands of dollars.

J. A. STEELE, 430 W. 118th St., NEW YORK

INLAND ADVERTISING AGENCY

C. L. Watson, President
501 McCORMICK BLDG., CHICAGO
Complete selling plans, Newspaper and Magazine Advertising. High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

Part of Office FOR RENT

In Brunswick Building, 225 Fifth Avenue—overlooking Gramercy Park. Includes light, phone, etc. Stenographer also available. Party in advertising business preferred.

For information address, S Box 31,
care Printers Ink.

A Profitable Investment

for every business is a year's subscription to

PRINTERS' INK

The Journal for Advertisers. No risks. Dividends payable weekly in ideas—number unlimited. Shares purchasable at any time—\$2.00.

PRINTERS' INK PUB. CO.
12 West 31st Street **New York**

far with a large amount of experience.

"It's wonderful," says Mr. James W. Young, of the Cincinnati office of the J. Walter Thompson Agency, "how the responses to advertisements will indicate the need for different copy for even publications of the same general class. Sometime ago we had out an advertisement for one of our clients that appealed particularly to mothers. This copy appeared in two women's magazines of high class. One magazine pulled proportionately two or three times as well as the other, and it showed to me, as I never before realized, how the editorial policy of one of these magazines has appealed much more strongly to young unmarried women than it has to mothers."

Mr. Post finds the argumentative style of copy necessary in order to wean people from coffee, but it seems odd that a national advertiser of butter should think it necessary to devote a considerable portion of the space in one of his advertisements to the argument that it is a good thing to eat plenty of butter. The demand for butter—a staple article—is enormous, and it isn't worth while to waste your ammunition trying to add a wee bit more to the demand; just show the superiority of your particular article.

"What do you think of this scheme?" asks a reader of the Classroom who sends for inspection a follow-up letter of Long, the Ohio manufacturer of popcorn crispettes. The letter sets forth that it will be possible for the prospective customer to get a machine at a big reduction because of a misshipment having been made, the machine now being in a certain freight station not very far from the prospective customer. The argument is that the advertiser will lose money if he has to recall the shipment; therefore, he will make the prospective customer a special offer on that particular machine, thus

saving him a good-sized amount, and so on.

The Schoolmaster's correspondent says the offer looks suspicious to him, and he is the resident of a small town, too, where folks are supposed to be easier to separate from their money than are the wise gentlemen of the great cities. The Schoolmaster will not, however, venture the opinion that the scheme does not pay. It may be like the offer of that buggy manufacturer who writes to inquirers telling them how fortunate it is that they happened to write just at the time when he is putting through an order for a special buggy for himself—that he can very easily have another buggy of that type made up on that same order. It is said that this scheme brings a big return. If the Crispette concern's follow-up deals only with actual misShipments, it is above criticism. If, however, the misShipments exist only in the mind, it seems too bad to adopt such a method of explaining a special offer. There ought to be, and probably is, some other way of selling a machine to the easy marks and a way that at the same time will not excite the suspicion of the more astute.

* * *

Sears, Roebuck and Company have a baby department, and the advertisement of this department is signed by Eliza Emerson Goff, who promises all inquirers a beautiful book if they will address her personally. This is introducing the human element in a way that seems sure to prove effective.

* * *

Editors of house-organs are tempted sometimes, just because their publications are read mainly by men, to run in shady jokes. It is risky. One such editor got this retort: "There are some ladies in our office as well as a few self-respecting men. If you cannot refrain from publishing stuff of this kind, just cut us off your mailing list, please."

Extract From Letter of General Advertiser

"To-day we are in receipt of circulation statements being a copy of one published in your paper in accordance with postal requirements. Your paper is one we are always pleased to receive information about because it is one of the reliable and paying mediums of Wisconsin and the only thing we regret now is that our advertising is not running in it as it did formerly."

The general advertiser who understands the quality of the newspaper, never overlooks the fact that The Janesville, Wisconsin, Daily Gazette is remarkable in its pulling power.

Ask about our co-operation.

THE JANESEVILLE DAILY GAZETTE

A. W. ALLEN, Western Representative, 1502 Tribune Building, Chicago, Ill.
M. C. WATSON, Eastern Representative, Flatiron Building, New York City, N. Y.

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 128,384. Rate 35c.

A BIG MAN WANTS A BIG JOB

as Advertising Manager,
Sales Manager or General
Manager with a well
rated responsible concern.

Experienced in Manufacturing,
Mail Order, Magazine, and Ad-
vertising Agency lines. Well
under 40, good education, good
character, and reputation and
highest references both as to
character and ability.

Writes forceful, successful let-
ters and advertising. Under-
stands thoroughly modern office
systems and is capable of han-
dling large force of office help
and salesmen.

At present time making a little
better than \$5000 and travels
about half the time on long trips.
Wants more money and less
traveling. Address

G. S. M., P. O. Box 494, Chicago

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio



In advertising we believe that no amount of thought and study is too great to expend in *starting* right. We have started a number of advertisers whom to day are known as "national successes." If you are interested, write on letterhead for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

FOR QUICK RESULTS use the **DENVER WEEKLY POST**. Guaranteed paid circulation over 106,000. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads. 3c per word. Cash with order. Display advertising, 20c per line, \$2.80 per inch flat. Sample copy sent on request.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD. WRITERS

BOOKLETS, Mailing Series, Folders, Catalogs, Letters, written in red-blooded, attention-compelling form, telling your story clearly with "the punch" that gets business. **ALFRED WONFER**, 31 Clinton Street, Newark, N. J.

BUSINESS OPPORTUNITIES

We have a client who is considering an investment with services in a good advertising business. **HARRIS-DIBBLE COMPANY**, 71 West 23d St., New York City.

HELP WANTED

ARTIST AND AD-WRITER WANTED. We desire to secure the services of a good combination ad-writer and illustrator. Good salary for the right man. **JACOBS & COMPANY**, Clinton, S. C.

ARTIST—Commercial artist of ability and practical experience wanted by large, growing advertising agency. Must be capable of executing all classes of commercial work. Unusual opportunity for the right man to advance and take charge of Art Department. State fully, experience, references and salary. Box 124, New Haven, Conn.

WANTED—Energetic manager for Montreal and Toronto branches of growing agency handling local and national accounts. Must write original result-getting ads and booklets, plan campaigns, get and hold business, newspaper advertising experience necessary. Send samples of work, state age, salary and past record. Big chance for young man wanting opportunity. Box 436, care of Printers' Ink.

Wanted Immediately

A business-getting manager for live up-to-minute agency in western New York city: must write strong, effective magazine and trade paper copy and devise successful sales plans. Clean character and lots of ambition essential. Uncommon opportunity for a doer to connect with a fast growing agency. Tell all about yourself, sending samples of work; also state salary expected. Box 437, care of Printers' Ink.

WANTED: A competent male or female stenographer, who is experienced in compiling and handling mailing lists; preferably one familiar with the Dictaphone. Location in a growing city of 25,000. This is an opportunity, not a job, and is particularly desirable to a young married man of ability who seeks a permanent association, with desirable living conditions. Address with fullest details.

THOMAS W. PANGBORN COMPANY,
HAGERSTOWN, MARYLAND.

Circulation Manager

WANTED—For a Daily paper in a community of 15,000 to 20,000, who can double our circulation—even if it takes six months. Furnish and carry out your own plans. Straight salary for the time employed. If you can deliver the goods, you are the man we want. Any legitimate plan agreeable to us. And as many plans as you care to use. In short—no hobbies on your work—just go to it and produce results. You can begin tomorrow if you want to, but must start within thirty days. Address, **BITNEK**, P. O. Box 986, Pittsburgh, Pa.

Large Manufacturing Concern

with difficult advertising problems wishes to get in touch with an advertising agency that can make the next advertising campaign a *selling* campaign. Present distribution fair, but wish to increase it. Please answer fully, saying just what your agency has done and how it is equipped to analyze a selling problem that is different. Give any other logical reasons for soliciting this account. We will grant no interview until we have facts that will make an interview worth while. Box 440, care Printers' Ink.

Business Manager Wanted

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address **SUBSTANTIAL**, Box 433, care Printers' Ink.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

NAMES FOR SALE

MEDICAL-WOMEN NAMES FOR SALE

from all over the United States. First six months of 1912 classified by states. Never worked by anyone except by us, and at that only moderately. All buyers. Make me an offer. **CLAUSS**, 14 Birge Bldg., Buffalo, N. Y.

POSITIONS WANTED

Starch, All the Way Up

You need starch on the ground floor as well as at the top. I want a position on the ground floor. "STARCH," care of Printers' Ink.

ADVERTISING SOLICITOR, now employed, is desirous of making a change. College man with several years' experience in the advertising agency and newspaper field. Address, "AMERICAN," Box 444, care of Printers' Ink.

BUBBLING over with ideas and enthusiasm, a copy writer with ability to draw, an accurate knowledge of type and layout, will send samples and details to an agency or manager offering outlet. Box 443, care of Printers' Ink.

PARTNERSHIP

I wish to meet ambitious man to start advertising business together. Only good connections or thorough knowledge desired. Box 439, care of Printers' Ink.

Does some new manufacturing concern need services of young man to build up advertising department and systematize business? I have made good in this work—now looking for larger opportunity. Address, Box 435, care of Printers' Ink.

RESOURCEFUL, aggressive and progressive Advertising Manager open to engagement. Ten years' very successful experience promoting machinery and other mechanical products. Strong on digging up selling points and driving them home with sledge hammer literature and sales letters. Good organizer, capable manager, business getter. "Manufacturer," Printers' Ink.

If You Need a Newspaper Advertising Manager!

Although only 31 years old I have had a broad agency and newspaper experience. Am considered A-1 solicitor and copy man. Holding good position now on metropolitan daily. Size town no object. Box 434, care of Printers' Ink.

DO YOU WANT

A Manufacturing Man?

A practical printer with agency experience, energetic executive, accurate estimator, familiar with every detail of the laying-out and making of high grade advertising literature and ad composition, an economical buyer because he knows how. Write me—you'll find my references right. Box 438, care of Printers' Ink.

Practical Sales Manager Wants Permanent Connection

Seventeen years in selling experience accumulated from retail to manufacturing coupled with advertising agency work. Connected with prominent advertisers, I know how to market. Will consider a change where untiring efforts in sales promotion and organization work will eventually establish me in a firm with a product of merit. Reference offered. Address, Box 441, care of Printers' Ink.

I Would Like to Secure a Position

with a first class advertising agency or large advertiser requiring the services of a man who has had ten years' experience in agency work, and as advertising manager following eight years' mercantile experience with a large corporation of national reputation. In my agency experience have prepared copy and handled the entire advertising appropriations of some of the largest and most successful concerns in this country. My copy is snappy, forceful and productive of results. My follow-up literature is clinching. I have a thorough knowledge of media—their value and rates. Am good executive and thoroughly versed in office detail work. My age is thirty-nine years and I am married. If you require the services of such a man, address Box 442, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

Portland Evening Express. Average for 1911, daily 17,625. *Sunday Telegram*, 12,018.

MARYLAND

Baltimore News, daily. News Publishing Company. Average 1911, 79,626. For Oct., 1912, 85,134.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, Globe. Average circulation, Daily (2 cents a copy) 1911, 186,614—Dec. av., 187,178.

Sunday

1911, 325,167—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,983 lines

9,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, Evening Transcript (OO). Boston's tea table paper. Largest amount of week day ad.

Boston, Daily Post. Greatest Sept. of the *Boston Post*. Circulation averages: *Daily Post*, 418,535, gain of 61,929 copies per day over Sept., 1911. *Sunday Post*, 315,604, gain of 23,104 copies per Sunday over Sept., 1911.

Boston, Herald and Traveler-Herald, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, Telegram, evening, 1911 av. 8,400. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 18,839; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,357.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, Journal. Every evening and Sunday (OO). In 1911 average daily circulation, 60,000. Evening, 78,119. In 1911 average Sunday circulation, 82,208. Daily average circulation for Sept., 1912, evening only, 82,048. Average Sunday circulation for Sept., 1912, 84,850.

CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,813.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829.

MISSOURI

St. Louis, Daily Courier, covers Southern New Jersey. 10,410 daily average 1st 9 mos. 1912.

Camden, Post-Telegram. 10,415 daily average 1911. Camden's oldest daily.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,238; '11, 20,118.

NEW JERSEY

Camden, Evening Journal. Daily average for 1911, 18,351. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 85,891.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 127,718.

A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1911, 20,817. Benjamin & Kentor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Union Star, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, National Electrical Contractor, mo. Average for 1911, 2,825.

NORTH CAROLINA

Charlotte, News, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For Oct., 1912, 109,946 daily; Sunday, 140,114.

Youngstown, Vindicator. D'y av., '11, 16,622. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times, daily. 21,732 average, Oct., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, The Press (OO) is Philadelphia's Great Home newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1912, 86,848; the Sunday *Press*, 177,014.

Washington, Reporter and Observer, circulation average 1911, 12,825.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1911, 18,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve., net, sworn, 18,555, 9 mo. to Sept. 1, '12. A. A. A. examination. **Williamsport.** *News*, eve. Net av. for year ending 1912, 9,665—Av. for Sept., 9,759.

York. *Dispatch and Daily*. Average for 1911, 18,537. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1911, 4,400.

Pawtucket Evening Times. Average circulation for 1911, 20,297—sworn.

Providence. *Daily Journal*. Average for 1911, 23,067 (O.O.). Sunday, 32,668 (O.O.). *Evening Bulletin*, 50,486 average 1911.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,45.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1911, 8,389.

Columbia. *State*. Actual average for twelve months ending June 30, 1912, daily 17,910; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.

Burlington. *Free Press*. Examined by A. A. A. 8,955 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.) Aver. Oct., 1912, 5,273. *The Register* (morn.), av. Oct., '12, 3,166.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word, 5 cts. for 7 times.

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (O.O.), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*, says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,689 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

WISCONSIN

WASHINGTON

Tacoma. *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,288.

Tacoma. *News*. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

Janesville. *Gazette*. Daily average, August, 1912, daily 6,023; semi-weekly, 1,700.

Madison. *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee. *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1911, 48,104,

an increase of over 4,000 daily average over 1911. *The Evening Wisconsin*'s circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy."

Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago. **Racine** (Wis.). *Journal-News*. Average Sept. 1912, circulation, 7,390. Av. 6 mo. 7,065.

MANITOBA, CAN.

Winnipeg. *Der Nordwesten*, Canada's National German weekly. Av. 19.1 22,025. Rates 50c. in.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1911, 8,628.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1911, 46,983 daily; 58,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Oct., '12, amounted to 260,569 lines. The number of individual advertisements published was 39,929.

by Printers' **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. **Cashorder one cent a word, minimum 20 cents.**

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Triune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$81.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star Dy av. 1st 4 mos. '11, 64,154. (○○) Delivered to nearly every home.

ILLINOIS

Baker's Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. **McGRAW PUBLISHING CO.**

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. **McGRAW PUBLISHING CO.**

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The **New York Times** (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Oct., 1912, sworn net average, Daily, 86,848; Sunday, 177,014.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people.

TENNESSEE

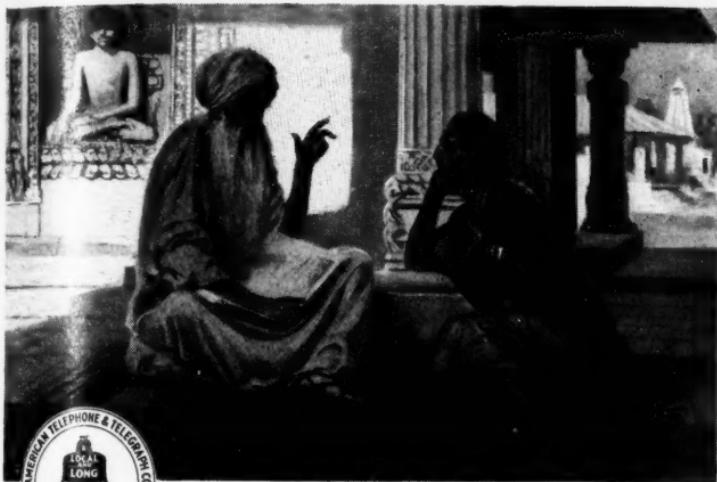
The **Memphis Commercial-Appeal** (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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A Proverb of Bell Service

Once upon a time there dwelt on the banks of the holy river Ganges a great sage, by name Vishnu-Sarman.

When King Sudarsana appealed to the wise men to instruct his wayward sons, Vishnu-sarman undertook the task, teaching the princes by means of fables and proverbs.

Among his philosophical sayings was this:

"To one whose foot is covered with a shoe, the earth appears all carpeted with leather."

This parable of sixteen hundred years ago which applied to walking, applies today to talking. It explains the necessity of one telephone system.

For one man to bring seven million persons together so that he could talk with whom he chose would be almost as difficult as to carpet the whole earth with leather. He would be hampered by the multitude. There would not be elbow room for anybody.

For one man to visit and talk with a comparatively small number of distant persons would be a tedious, discouraging and almost impossible task.

But with the Bell System providing Universal Service the old proverb may be changed to read:

To one who has a Bell Telephone at his lips, the whole nation is within speaking distance.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

Every Bell Telephone is the Center of the System.

“By Their Husbands You Shall Know Them”

VOGUE'S subscription list in Evanston, Ill., is typical of its list in every other community. Read this partial list of the occupations of the husbands of VOGUE'S Evanston subscribers.

PRESIDENT	Chicago & N. W. R. R.
SECRETARY	Midland Terra Cotta Co.,
MEMBER	Rand, McNally & Co.,
SALES MGR.	Alston Lucas Paint Co.,
PRESIDENT	U. S. Gypsum Co.,
MEMBER	C. E. Yerkes & Co.,
PRESIDENT	J. A. Baker & Co.,
MANAGER	Stockton Transfer Co.,
MEMBER	John Burnham & Co.,
ASST. CASHIER	Central Trust Co.,
VICE PRESIDENT	Jno. M. Ewen Co.,
MEMBER	J. H. Leslie Co.,
MANAGER	Anderson Carriage Co.,
PRESIDENT	Franklin McVeagh & Co.,
PRESIDENT	C. A. Taylor Trunk Works.
MANAGER	N. W. Mut. Life Ins Co.,
ASST. MANAGER	Allis Chalmers Co.,
FREIGHT AGENT	West. Div., P. R. R.,
MEMBER	L. E. Wing & Co.,
SALES AGENT	Penn-Md. Steel Co.,
MEMBER	Henry M. & Rufus Dawes.
WESTERN MGR.	Simplex Htg. & El. Co.,
CREDIT MGR.	Wilson Bros.

And so on. We will send you the complete list on request, with a photograph of each subscriber's home—a picture gallery worth seeing. Ask for it.

STEVEN C. RAWLINS, Western Mgr.,
Corn Exchange, Bank Building, Chicago.

A. S. Van Deusen runs the best grocery in Evanston, Ill. We sent him VOGUE'S complete Evanston subscription list, and asked whether he pays special attention to the families represented. His reply:—

“Dear Sir:—

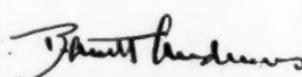
Your list includes my best customers. What do you mean by asking if I take extra good care of them?

Certainly I take good care of them. These people have minds of their own. They actually set the fashions in breakfast foods, and all sorts of table delicacies. That's why I try to study out their needs and be ready for them.

(Signed)

“A. S. Van Deusen.”

In every town VOGUE is read by women whom the local dealer regards as his best customers—women whose Yea or Nay will greatly influence the local fate of your product.



Advertising Manager
443 Fourth Ave., New York